LIBRARY

Professor Blackett - Please do not check spring announcement list. DC.

JAN 29 1934

THE Publishers' Weekly

The American Book Trade Journal

VOL. CXXV JANUARY 27, 1934 NO. 4

SPRING ANNOUNCEMENTS 1934

A COMPLETE INDEX

of the new books (January to May)
entered by author, title and series

The publishers' advertisements
with descriptive notes
are alphabetically arranged for easy reference

. . . . . Thousands of books, but each customer asks for one, or two, or so. All right for service and selling when new clerk or old is asked for something customary and familiar. But *thousands* of books . . . and requests for unknown, unusual and confused titles. Good service and good selling then hinge on good "tools" . . . complete and handy. That's why this SPRING ANNOUNCEMENT NUMBER is a giant of book service and sales. No floor salesman can be a walking index.

February . . . March . . . April . . . May

. . . . . These are spring bookselling months. Now each book shop and department takes on a renewed selling pace. Spring brings new business and more sales to cash registers and upon ledgers. Through shops and aisles more and more book "prospects" will eagerly seek some new book or books. Effective selling must be prompt and accurate. That's how books are sold by

THE SPRING ANNOUNCEMENT NUMBER

R. R. Bowker Company 62 W. 45th St. New York

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions $5; Canada $7.50; Foreign $6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

Latest ABINGDON Books

I FOLLOW THE ROAD — A Modern Woman's Search for God

By Anne Byrd Payson

"A truly remarkable book. I took it up without knowing anything of the author and found, within a few minutes, that I was under the spell of something extraordinary. The story is deeply human. While it deals with the superficial aspects of the society in which the author has grown up, and does it with genuine understanding, the recital discloses the fundamental, deep-down things of the soul which belong to no class but are in themselves intrinsically human."—*The Rev. Frederick L. Shannon, D.D., Pastor, Central Church, Chicago, Ill.* Net, $1.00

VITAL CONTROL

By Lynn Harold Hough

No end of puzzled people want to know what humanism is. In *Vital Control*, the first volume of Forest Essays, the story of the history of humanism and of its varied meanings is set forth clearly and with graphic force. The critical tradition from Aristotle and Longinus to Irving Babbitt and Paul Elmer More is made available for the discussion of present problems. Net, $2.00

RUSSIA CHALLENGES RELIGION

By George Mecklenburg

This book is the outcome of Doctor Mecklenburg's three visits to Russia. He was stirred and challenged by what he saw there, and feels very definitely that the church must become more active and more interested in preaching a dynamic saving gospel or it will lose out in other parts of the world just as it did in Russia. Net, $1.00

FACING OUR DAY

By William Chalmers Covert

"A reassuring and chastening survey of present conditions and their challenge to Christianity. It may be open to the criticism that the darker and more threatening aspects of modern life are not sufficiently recognized; but the book frankly turns the other way."—*Francis G. Peabody.* Net, $1.50

DISCIPLESHIP

By Leslie D. Weatherhead

This book is Mr. Weatherhead at his best. It is full of wise and sympathetic counsel as to what it means to be a Christian and how to surmount many of the difficulties of everyday living. These are some of the topics dealt with: Surrender, Sharing, The Quiet Time, Guidance, Restitution, Witness. Net, $1.00

CAN CHRIST SAVE SOCIETY?

By A. E. Garvie

"Doctor Garvie touches on and illuminates a great number of the most pressing questions of the hour—War and Pacifism, Capital and Labor, Finance and Tariffs, Socialism, Marriage and Family Life. On these topics he has much to say that is arresting."—*The Expository Times, Aberdeen.* Net, $1.00

CHRISTIAN MASS MOVEMENTS IN INDIA — A Study with Recommendations

By J. Waskom Pickett

If you would understand the tangled political problems of India today and tomorrow you must become familiar with the destinies of the Hindu Outcaste. After centuries of oppression the *Harijan*, or Outcaste, is suddenly becoming a pawn in the triangular political game between Hinduism and Gandhi and the British Government. Doctor Pickett's book provides us a basis for this understanding. Net, $2.00

THE ABINGDON PRESS

NEW YORK CINCINNATI CHICAGO

Boston Detroit Pittsburgh Kansas City San Francisco Portland, Ore.

APPLETON-CENTURY-Spring 1934

Fiction

UNCONFESSED by Mary Hastings Bradley. $2.00

JEREMY HAMLIN by Alice Brown. $2.50

SECRET SERVICE OPERATOR 13 by Robert W. Chambers. $2.50

SCARLET WOMAN by Octavus Roy Cohen. $2.00

EXCURSION TO LILLIPUT by Lewis Gibbs. $2.00

WING OF FAME by Louise Wallace Hackney. $2.50

A MAN'S WAY by Muriel Hine. $2.50

MAGIC VALLEY by Margaret Bell Houston. $2.00

PAGE MR. POMEROY by Elizabeth Jordan. $2.00

THE WORLD IS YOURS by G. B. Lancaster. $2.50

DARK POSSESSION by Alice Alison Lide and Margaret Alison Johansen. $2.00

THE GUNGA SAHIB by Talbot Mundy. $2.00

THE LUCK OF THE ROAD by Ruth Sawyer. $1.50

THE SPORTING GESTURE edited by Thomas L. Stix. $2.50

General

APPLETON BIOGRAPHIES

William the Conqueror, by Hilaire Belloc.

Sarah Bernhardt, by Maurice Baring.

Harun Al Rashid, by H. St. John Philby.

$1.50 per vol.

HISTORY OF SPAIN by Louis Bertrand and Sir Charles Petrie. $4.00

THE PRINCE CONSORT AND HIS BROTHER: Two Hundred New Letters, edited by Hector Bolitho. Illus. $3.50

THE SENTIMENTAL YEARS by E. Douglas Branch. Illus. $3.50 (T)

HOW THE MIND WORKS by Cyril Burt, Ernest Jones, Emanuel Miller and William Moodie. $2.50

THE AMATEUR MACHINIST by A. Frederick Collins. Illus. $2.00

ALCOHOL: Its Effects on Man, by Haven Emerson, M.D. $1.00

OLD WAYBILLS: The Romance of the Express Companies, by Alvin F. Harlow. Illus. $5.00

ROMANTIC COPPER: Its Lure and Lore, by Ira B. Joralemon. $3.00

NATURE, M.D. by Richard Kovacs, M.D. Appleton Popular Health Series. $2.00

GROWING SUPERIOR CHILDREN by I. Newton Kugelmass, M.D. $3.00 (T)

THE STORY OF ENERGY by Morton Mott-Smith. Illus. New World of Science Series. $2.00

CREATION'S DOOM by Desiderius Papp. Illus. $3.00

THEY BUILT THE WEST by Glenn Chesney Quiett. Illus. $5.00 (T)

NAPOLEON III by Robert Sencourt. $5.00

NEW PATTERNS IN SEX TEACHING by Frances Bruce Strain. $2.00

UNCLE TOM'S CABIN: A PLAY. Dramatization by A. E. Thomas. $1.00

A BACKWARD GLANCE by Edith Wharton. $3.00

A list of Appleton-Century books for boys and girls will be furnished on request.

D. Appleton-Century Co. - 35 West 32nd St., N.Y.C.

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.

NAMES THAT SELL!

BLUE brb RIBBON

Published

W. B. **SEABROOK** — *Jungle Ways*
Charles A. **BEARD** — *Whither Mankind*
Robert J. **CASEY** — *Easter Island*
Harry A. **FRANCK** — *Roaming Through the West Indies*

February 15

Dorothy L. **SAYERS** — *The World's Great Crime Stories*
E. F. **BENSON** — *As We Were*
Emil **LUDWIG** — *Goethe*
Henry F. **PRINGLE** — *Theodore Roosevelt*

March 15

Martin **JOHNSON** — *Congorilla*
Walter B. **GIBSON** — *HOUDINI'S Escapes and Magic*

Blue Ribbon "75's"

Vash **YOUNG** — *A Fortune to Share* **Feb. 15**
Margaret **SANGER** — *Happiness in Marriage* **Feb. 15**
The Three **BONERS** books — *The Boners Omnibus* **Feb. 15**
Lewis **CARROLL** Omnibus — *Alice in Wonderland* **Mar. 15**
Mazo **DE LA ROCHE** — *The Portrait of a Dog* **Mar. 15**

And These Big Specials

Facsimilies of FAMOUS AMERICAN DOCUMENTS. Feb. 1 $2.00
Collected and arranged by Edward C. Boykin.

Aunt Harriet's HOUSEHOLD HINTS by Allen Prescott. Mar. 15 $1.00

BLUE RIBBON BOOKS, Inc. 386 Fourth Avenue NEW YORK

New BOBBS-MERRILL *Books*

GENERAL

Marquis James

THEY HAD THEIR HOUR

Dramatic episodes in American history by the author of *The Raven* and *Andrew Jackson.* $2.75

Vash Young

NO THANK YOU

Vash Young tells how character can be achieved through the trial-and-error method of living. By the author of *A Fortune to Share* and *Let's Start Over Again.* $1.50

Lyman Beecher Stowe

SAINTS, SINNERS AND BEECHERS

The grandson of Harriet Beecher Stowe, historian of the family, leads all the "outrageous" Beechers before us in a gorgeous stimulating book. $3.75

George C. Tyler

in Collaboration with J. C. FURNAS

WHATEVER GOES UP

George C. Tyler's autobiography is stuffed with great names, he knew everybody from O. Henry and Duse to Tarkington—who writes the preface. Witty, exciting, revealing. $3.00

What Happened to Our Banks

By WILLIAM P. MALBURN

In simple, untechnical language, an Asst. Secretary of the Treasury under Wilson, explains the cause of bank collapses and his theory of safe banking. $1.50

The Making of the Modern Jew

By MILTON STEINBERG

This brilliant young Rabbi of Park Avenue, New York, is the first to take apart the wheels of modern Jewish character and account for them. $2.50

The New Pioneers

By JAMES REMINGTON McCARTHY

The first exploration of the American mind and heart under the New Deal by a journalist who knows. $2.50

Blue Blaze

By JANE HARVEY HOULSON

Dangers of a British Museum party in the haunts of sea monsters and the jungle islands of Honduras. $3.00

Trains

By ROBERT SELPH HENRY

A railroad man and distinguished historian tells the epic of railroad building with sweeping interest. $2.50

The Rebel Raider

By HOWARD SWIGGETT

Morgan, swashbuckling leader of Blue Grass cavalry and man of mystery, thrills the reader in the swift race of Mr. Swiggett's biography. $3.50

A Golden Highway

By C. B. GLASSCOCK

Scenes of History's greatest gold rush yesterday and to-day for tourist and prospector as well as average reader. $3.50

Round Manhattan's Rim

By HELEN WORDEN

Miss Worden has explored quaint spots, reviewed past glories, traced amazing changes in her journey of 33 miles around Manhattan's waterfront. $2.50

Bobbs-Merrill Company

New BOBBS-MERRILL *Books*

FICTION

Two O'Clock Courage
By GELETT BURGESS

A fine novel and a swift-moving murder mystery. "Here is one you can't stop reading." Will Cuppy N. Y. *Herald Tribune* Books. $2.00

She Was a Lady
By ELISABETH COBB

The daughter of Irvin S. Cobb writes a truly absorbing romance of a girl who paid her way. $2.00

Susan Errant
By NANCY HOYT

The flight of a lonely divorcee through mad adventures on two continents, by a popular sophisticated novelist. $2.00

Pease Porridge Hot
By NALRO BARTLEY

A gallant story in Bartley's best vein. After marriage romance in the face of crashing fortunes and the Other Woman.

I Have Touched the Earth
By SYLVIA CHATFIELD BATES

A relentless portrayal of a woman's solitary way through the purgatory of her own passionate desire. $2.50

Marriage for Revenue
By GEORGE AGNEW CHAMBERLAIN

Larry Ragland, who had an absent-minded way of marrying the wrong woman, leads us through a maelstrom of love and finance. $2.00

Margaret Weymouth Jackson

KINDY'S CROSSING

The rise of community fortune through typically American genius of an industrial engineer and the spectacular return to shirt-sleeves. The author's finest story. $2.00

L. C. N. Stone

GERMAN FAMILY

Will attract two large publics; *one* readers who want a fine dramatic character novel; and *two* those who are interested in a human revelation of the terrible events of today's world. $2.50

Inez Haynes Irwin

STRANGE HARVEST

Bunker Hill Day 1882, Charlestown, Massachusetts, begins the tale of the lovable Hart sisters, a saga of hope and laughter, which Mrs. Irwin shapes with a skilled hand. $2.50

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OIL for the LAMPS of CHINA
6th Large Printing

By ALICE TISDALE HOBART $2.50

WITH MY OWN EYES
A PERSONAL STORY

By FREDERICK PALMER $3.50

FIRST TO GO BACK
By IRINA SKARIATINA $2.75

Indianapolis

Comments we love to clip:

JANUARY 6, 1934

from THE INNER SANCTUM *of*
SIMON *and* SCHUSTER
Publishers* · 386 Fourth Avenue · *New York

Maybe because it was just before Christmas, or because it looked nice, or just because we under-estimated. The fact was, however, that we under-estimated the sales of *The Savoy Cocktail Book*. The advance (it was not on the Fall List) sale resulting from an ad in *P. W.*, a few letters and a few calls, was over 1500 copies, and the sale has averaged over 500 copies a week since. Total copies printed to date (our American edition only): 5,400.

Tattoo by ALBERT PARRY is published today as this is written. It is reviewed in every book column in New York.

Now more than ever the "P. W." is important in economical selling, in prompt and timely trade advertising.

1934 Contract Bridge
means big book profits!

Sales to January 20

24,556
[1934 Edition only]

"1934 Contract Bridge Blue Book"
By ELY CULBERTSON ($2.00)

49,672
[1934 Edition only]

"Culbertson's 1934 Summary of Bids and Responses"
By ELY CULBERTSON ($1.00)

52,889

"Culbertson's Own Contract Bidding Self-teacher"
By ELY CULBERTSON ($ .75)

6,788

"First World Championship: 300 Hands (Official Record)"
By ELY CULBERTSON ($1.50)

AND

COMING

Culbertson's Own LEADS and PLAYS Self-instructor

By ELY CULBERTSON HIMSELF

Same size and style as "Culbertson's Own Contract Bidding Self-teacher"

The first book by Ely Culbertson on the play of the hand

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THE SILVER BRIDE *by Ethel M. Dell*

THE LAST FULL MEASURE *by Honore Willsie Morrow*

GUN SMOKE *by Charles Wesley Saunders*

THAT GIRL FROM NEW YORK *by Allene Corliss*

THE HIDDEN DOOR *by Frank L. Packard*

FORLORN ISLAND *by Edison Marshall*

WAR PAINT AND ROUGE *by Robert W. Chambers*

WHEN WORLDS COLLIDE *by Edwin Balmer and Philip Wylie*

WHO IS THE NEXT? *by Henry Kitchell Webster*

YEARS OF ACHIEVEMENT *by Frances R. Sterrett*

READY MARCH 1

THE SIXTH JOURNEY *by Alice Grant Rosman*

BEYOND CONTROL *by Rex Beach*

SLOW JOE *by Max Brand*

SUDDEN SWEETHEART *by Berta Ruck*

UNDERTOW *by A. Hamilton Gibbs*

RAW GOLD *by James B. Hendryx*

THE SEALED DOOR OF LOVE *by Pamela Wynne*

SIX-GUN VENGEANCE *by Buck Billings*

READY APRIL 1

PROMENADE DECK *by Ishbel Ross*

MULLINER NIGHTS *P. G. Wodehouse*

THE CANYON OF NO RETURN *W. D. Hoffman*

SPEAK EASILY *by Clarence Budington Kelland*

SERGEANT SIR PETER *Edgar Wallace*

TOURNAMENT *Olive Wadsley*

THE FATAL 5 MINUTES *R. A. J. Walling*

THE GRACIOUS LADY *Arthur Somers Roche*

THE MUD LARK *Arthur Stringer*

A. L. BURT COMPANY **Publishers**
New York **Chicago**

In Canada, George J. McLeod, Limited

COVICI·FRIEDE · Publishers

Winter Books-1934

January

A KEY TO THE ULYSSES OF JAMES JOYCE, by Paul Jordan Smith . . . **$1.00**
THE STORM BLOWS OVER, a novel by Judith Ravel and Lowell Brentano **2.00**
THE GOLDEN BOOK, by Douglas C. McMurtrie, **1001 AFTERNOONS IN CHICAGO,** by Ben Hecht, **THE SATYRICON OF PETRONIUS ARBITER, THE COURTEZAN OLYMPIA,** by C. J. Bulliet, **SECRET HISTORY OF PROCOPIUS** . . . . . Now Each **1.00**

February

TIPS ON TABLES, Being a guide to dining and wining in New York at 365 restaurants suitable to every mood and every purse, by George Ross **2.50**
SACRIFICE, a novel by Norah C. James **2.50**
SOVIET LITERATURE, edited by George Reavey and Marc Slonim . . **2.50**
THE SHADOW IN THE COURTYARD and **THE CRIME AT LOCK 14** by Georges Simenon **2.00**
RIDERS OF THE WHISTLING SKULL, by William Colt MacDonald . . . **2.00**
COMMON SENSE ON COMMON STOCKS, by I. Edwin Tanenbaum and Linhart Stearns **2.50**

March

THE FOOL OF VENUS: The Story of Peire Vidal, a novel by George Cronyn **3.00**
THE CASE OF THE FIFTH KEY, by Gregory Dean **2.00**
BIZ, a novel by F. Gregory Hartswick **2.00**
THE DECLINE OF AMERICAN CAPITALISM, by Lewis Corey **3.00**

April

BESSIE COTTER, a novel by Wallace Smith **2.00**
PORTRAIT OF AMERICA, by Diego Rivera and Bertram D. Wolfe, with 60 illustrations **3.50**
A HOUSE ON A STREET, a novel by Dale Curran **2.00**
PHOENIX IN BROADCLOTH, by Horace Gregory **2.00**

386 Fourth Avenue · New York
In Canada: George J. McLeod, Ltd., Toronto

COVICI·FRIEDE · Publishers

To be published February 23rd.

SACRIFICE

by NORAH C. JAMES

A new novel by the author of Sleeveless Errand—the warmest, most human and, we predict, most popular book this fine novelist has yet written. A required book for all rental libraries and for all shops which supply the needs of discriminating readers. *$2.50*

SOVIET LITERATURE

AN ANTHOLOGY

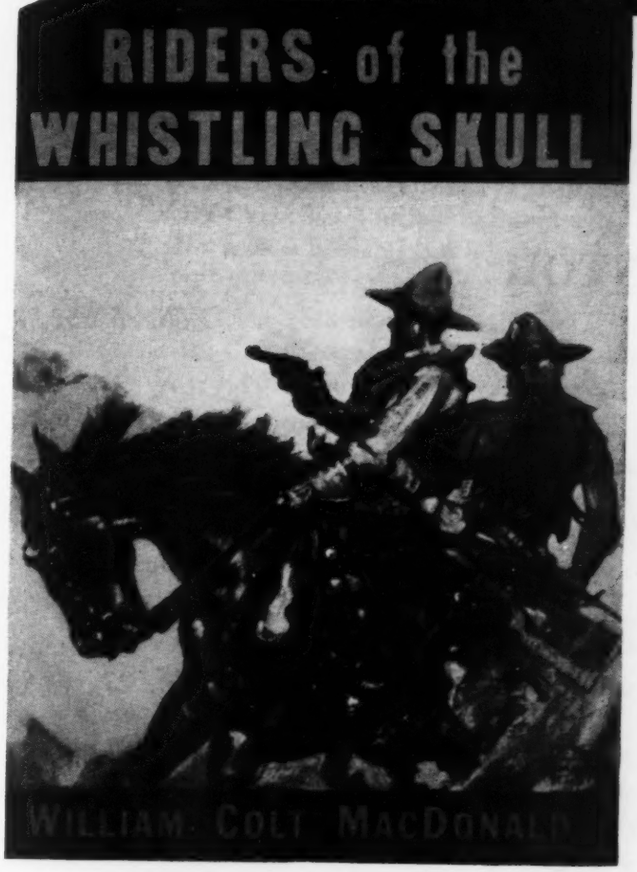
Edited and Translated by
George Reavey and Marc Slonim

The first representative survey of the development of Russian literature from the beginning of the Revolution up to the present time. It includes fiction, poetry, criticism and a brilliant introduction which will give the reader the clearest picture available of where Russian literature is heading. *$2.50*

Remember:
The FOOL of VENUS
by GEORGE CRONYN
To be published March 19

386 Fourth Avenue · New York
In Canada: George J. McLeod, Ltd., Toronto

COVICI·FRIEDE · *Publishers*



● Colt MacDonald's Three Mesquiteers ride again!

● Tucson Smith, Lullaby Joslin, and Stony Brooke, that irrepressible trio introduced to you in *Law of the Forty-fives,* are off on another set of hair-raising adventures.

● $3,000,000 in gold bullion disappears from the ranges; the men and freight equipment transporting it vanish as mysteriously.

● A giant skull set on a lonely mesa makes the night hideous with its uncanny whistling.

● A sinister master-criminal leads his bandit horde through an intricate maze of fiendish ceremonies.

Remember:
The FOOL of VENUS
by GEORGE CRONYN
To be published March 19

● *From the first page of this new story of the border country you'll thrill to the breath-taking exploits of the Three Mesquiteers as they blast a flaming trail with Colt and Winchester to the recovery of the gold treasure.* $2.00

386 Fourth Avenue · New York
In Canada: George J. McLeod, Ltd., Toronto

COWARD-McCANN INC.

Fiction

KNUT HAMSUN
The Road Leads On . . . . . *April* $2.50

MACKINLAY KANTOR
Long Remember . . . . . *Feb. 26* $2.50

ISABEL WILDER
Heart, Be Still . . . . . *May* $2.00

CHRISTOPHER LA FARGE
Hoxsie Sells His Acres . . . . . *Feb. 26* $2.00

JAMES M. SHIELDS
Just Plain Larnin' . . . . . *Jan. 25* $2.00

PETER NEAGOE
Easter Sun . . . . . *March* $2.00

FRANK W. MOXLEY
The Glassy Pond . . . . . *March* $2.00

"DIPLOMAT"
Slow Death At Geneva . . . . . *Jan. 25* $2.00

Non-Fiction

FRANK C. HANIGHEN
Santa Anna: The Napoleon of the West . . . . *March* $3.50

WALTER BODIN & BURNET HERSHEY
It's a Small World: All About Midgets . . . . *April* $3.00

J. C. SQUIRE & A. E. BAKER (Ed.)
The Bible Treasury: Daily Readings from the Scriptures . . . *March* $2.50

55 Fifth Ave. **New York, N. Y.**

Check List of

Crowell's Spring Books

FICTION

THE WIND BLOWS WEST (April 2) $2.00

By Christine Whiting Parmenter, author of "Shining Palace"

How a New England family joined the Colorado gold rush in the 50's and built a home anew.

TYCOON (March 1) $2.00

By C. E. Scoggins, author of "Flame"

A rapid-fire tale of adventure and romance in Central America.

ITINERANTS OF THE TIMBER LANDS (March 15) $2.00

By Gray McClintock, author of "Margaret of the North Country"

The vivid life-story of two outlaw timber wolves.

BIOGRAPHY

STEPHEN FOSTER, America's Troubadour (Jan. 8) Illus. $3.50

By John Tasker Howard, author of "Our American Music"

The first authentic story of an "unknown" man whose songs have reached millions.

IGNACE PADEREWSKI, Musician and Statesman (March 1) Illus. $3.00

By Rom Landau, author of "Pilsudski and Poland"

Based upon documentary evidence or personal accounts of direct witnesses never before published.

MERIWETHER LEWIS, of Lewis and Clark (March 15) Illus. $2.75

By Charles Morrow Wilson

The first full story of the man who headed the famous Lewis and Clark Expedition.

GENERAL

WHITHER LATIN AMERICA? (Feb. 1) $2.00

By Frank Tannenbaum

A book by a keen observer that is bound to excite discussion.

AMERICAN STATE GOVERNMENT AND ADMINISTRATION (May 1) $3.50

By Austin F. Macdonald (University of California)

A companion book to this author's "American City Government."

THE SOCIAL BASIS OF EDUCATION (May 1) $3.00

By Harold S. Tuttle (University of Oregon)

Lays stress upon the profound changes which teaching methods have undergone.

PAD AND PENCIL PUZZLES (April 2) $1.00

By Gladys Lloyd

A clever series of brain teasers and twisters for puzzle fans and puzzled hostesses.

THOMAS Y. CROWELL COMPANY

393 FOURTH AVENUE • NEW YORK

Spring 1934

JOHN DAY

Published

xTHE MOTHER	by Pearl Buck	$2.50
HORSES AND APPLES	by Bassett Jones	$1.00
ORIENT AND OCCIDENT	by Hans Kohn	$1.75
xTHE PRODIGAL FATHER	by Richard Church	$2.50

February

I KNOW JUST THE THING FOR THAT!	by Dr. J. F. Montague	$2.00
THE AMERICAN ADVENTURE	by M. J. Bonn	$2.50
BRIGHT AMBUSH	poems by Audrey Wurdemann	$2.50
ART AND PEOPLE	by Lockie Parker	$1.75

March

THE CRUCIFIXION OF LIBERTY	by Alexander Kerensky	$2.75
THE HANDBOOK OF THE SOVIET UNION		$2.00
EFFICIENCY EXPERT	a poem by Florence Converse	$2.50
DO WE WANT FASCISM?	by Carmen Haider	$2.50
xTHE LEANING TOWER	by Fred Rothermell	$2.50
YOUNG GEOGRAPHERS	by Lucy Sprague Mitchell	$1.00

Titles marked X are fiction

THE JOHN DAY COMPANY

JOHN DAY

Spring 1934

April

ON OUR WAY: The First Year	*by Franklin D. Roosevelt*	$2.50
x WILD DEER	*by J. Hernekin Baptist*	$2.50
MONGOLS IN MANCHURIA	*by Owen Lattimore*	$2.50
COLLEGE WOMEN AND THE SOCIAL SCIENCES	*A Symposium*	$2.50

May

ADVERTISING: NOT TO PRAISE	*by James Rorty*	$2.75
x THE GREAT ONE	*by Henry Hart*	$2.50
PEOPLE AT WORK	*by Frances Perkins Secretary of Labor*	$3.00

June

x DUCK'S BACK	*by Kate Mary Bruce*	$2.50
BUILDING A PERSONALITY	*by A. Gordon Melvin*	$2.50
x TEXAS RANGER	*E. M. House as told to Tyler Mason*	$2.00
WILL SHAKESPEARE	*by Joseph Auslander*	$2.50

••• This spring we shall publish JOHN DAY PAMPHLETS by Bertram D. Wolfe, Marquis W. Childs, Sir Arthur Salter, Edward A. Filene, John Haynes Holmes and others.

386 FOURTH AVENUE, NEW YORK In Canada: Geo. J. McLeod, Ltd., Toronto

More books read, circulated, owned!

THE LIBRARY JOURNAL

FEBRUARY 1

1934

A Day's Work of the Racine, Wis., Public Library

A survey made by the Staff Association

An analysis of the books and magazines borrowed, and information requested by the 1,052 adults and 774 children who visited the Racine, Wisconsin, Public Library during one day. An analysis of typical books and their readers is also given. The survey indicates that 2.95 per cent of the potential reading public and 4.97 per cent of the library's registered borrowers used the library in one day; that citizens who are not registered used the information service; that every occupation, save three minor ones, listed for Racine in the 1930 federal census, was represented by the day's borrowers; that vocation is by no means a sure guide to the reading taste of individuals; and that books in every main division, and nearly all subdivisions, of the classification system were used.

Why the Latest Books?

by JOHNSON BRIGHAM, *State Librarian of Iowa*

A discussion of the emphasis on newness of books. "The important duty is to lift literature above the level of the fashion magazine," says Mr. Brigham.

Advance Book Information

The new serviceable bibliography listing four weeks in advance of publication the new books of all publishers, except children's books and text books. Publication dates given.

THE LIBRARY JOURNAL
62 W. 45th Street
NEW YORK

Twenty-two issues per year $5 *Single copy 25 cents*

DODD MEAD

SELECTED BOOKS FOR SPRING

NON-FICTION

COLONEL LAWRENCE: The Man Behind the Legend By B. H. LIDDELL HART *March* Illus. $3.75

CHESTER A. ARTHUR: Gentleman-Boss By GEORGE F. HOWE *March* Illus. $3.50

TOO TRUE TO BE GOOD, VILLAGE WOOING and ON THE ROCKS By BERNARD SHAW *Feb.* $2.50

THE STORY-TELLING HOUR By CAROLYN S. BAILEY *February* $2.00

MERCHANTS OF DEATH By H. C. ENGELBRECHT and F. C. HANIGHEN *February* Illus. $2.50

TWELVE CENTURIES OF ROME By G. P. BAKER *March* Illus. $3.50

A SHORT HISTORY OF RELIGIONS By E. E. KELLETT *March* $3.00

THE OLD WALDORF-ASTORIA BAR BOOK By ALBERT STEVENS CROCKETT *February* $2.00

MUSIC WEEKS AND DAYS—An Anthology for Music Lovers By ROBERT HAVEN SCHAUFFLER *March* $2.00

THE STORY OF GARDENING: From the Hanging Gardens of Babylon to the Hanging Gardens of New York By RICHARDSON WRIGHT *March* Illus. $3.00

FICTION

THE SINGER PASSES: An Indian Tapestry By MAUD DIVER *March* $2.50

SHORT STORIES, SCRAPS AND SHAVINGS By BERNARD SHAW *March* Illus. $2.50

COME OUT OF THE PANTRY By ALICE DUER MILLER *February* $2.00

HIGH COURAGE By JACKSON GREGORY *February* $2.00

THE GOLDEN BARRIER By HALLIE ERMINIE RIVES *February* $2.00

ANGELS ARE COWARDS By DAVID GARTH *March* $2.00

BROWNSTONE FRONT By GUY GILPATRIC *March* $2.00

MURDER IN THE CALAIS COACH By AGATHA CHRISTIE *February* $2.00

BLACK FOG By CHARLES J. DUTTON *March* $2.00

DODD, MEAD & CO., 449 FOURTH AVENUE NEW YORK CITY

These FACTS
point straight at
DOUBLEDAY, DORAN

Fact, n., a thing done, thing known to be true; act; event.—*The Shorter Oxford Dictionary*

FACT # 1 Compiling all standard lists of "best-sellers" for the past five years, we find that something over 10% of all fiction "best-sellers" in your store bore the **DOUBLEDAY, DORAN** imprint.

FACT # 2 If the selection of a book by one of the major Book Clubs is any criteria of that book's saleability (and book club selections lead all other classifications on "best-seller" lists), we find that something like twice as many **DOUBLEDAY, DORAN** books have been major book club selections as those of any other publisher.

FACT # 3 These are hard standards for our editors to maintain.

Therefore —

We give you this resumé of our publications for the Spring, knowing that the list lives up to any of our previous lists in **Quality,** is better than any recent previous list in **Balance,** and hoping that it equals the past record of **DOUBLEDAY, DORAN** books in **Sales** for you.

(From our own point of view, our presses are heading toward capacity. In December, every one of our departments bested its budget by a good margin. Up to the moment this advertisement goes to press, all departments are easily ahead of their record for the same period in 1933. 38 departments in all, supporting 1,132 people, and is any way you look at it, an imposing record of the New Deal in publishing.)

CONTINUED ON

The Saturday Review has already picked Fiene's distinguished jacket for WORK OF ART as the best of the Spring. But we always spare nothing in care and study to make for you an attractive selling package of every single one of our books—in jacket, binding, paper, illustration.

ON THE 6 FOLLOWING PAGES

☛ Something like $1,000,000.00 worth of budgetable bookstore business for you:

NOVELS

● *Europe has an older tradition of culture than we have. England's tradition is ours. Certain European books and many English books are an essential part of an American publisher's list.*

However, the present interest is in things American. We are proud to be able to present in the space of the next five months, these major American works of fiction.

WORK OF ART by Sinclair Lewis

(*Jan. 24th* $2.50) You've seen the reviews. Re-orders are setting a new record—even for Lewis. **Advertising is only just starting.**

PASSIONS SPIN THE PLOT
by Vardis Fisher, author of IN TRAGIC LIFE

(*Jan. 3rd* $2.50). Has a growing reputation as "an American *Of Human Bondage*." We believe that the same sort of wide-scale recognition awaits this book as did the slow discovery of Maugham's modern classic.

FALLING STAR by Vicki Baum

The first American novel by the author of **Grand Hotel.** Also the first completely **human** novel about America's city of Arabian Nights; but not "a Hollywood book." (*Feb. 14th* $2.00)

FOLDED HILLS by Stewart Edward White

Continuing the saga of popular Andy Burnett from **THE LONG RIFLE** and **RANCHERO,** ($2.50 *each*). *Coming April 18th*—$2.50—The 3 volumes boxed — a complete set — a great stock property, $7.50.

JAMES SHORE'S DAUGHTER
by Stephen Vincent Benét

A book to stand on the shelf beside **John Brown's Body,** *A Lost Lady, Show Boat, The Store, Babbitt* . . . a novel of American love and American power. (*Coming April 4th* $2.50)

There will be a signed edition, tentatively priced at $7.50, printed on rag paper, and strictly limited to the number of copies subscribed by *March 1st.*

UNFINISHED CATHEDRAL by T. S. Stribling

This book continues the story of Colonel Vaiden from the Pulitzer Prize Winner **THE STORE,** and completes the Colonel's—and his section of the country's — great history as begun in **THE FORGE,** and **THE STORE.** A very great book. (*May 16th* $2.50)

American — but unclassified —

Thorne Smith's SKIN AND BONES

Already selling at the rate of **2,000 copies a week. Thorne Smith's** books are one of the largest selling properties we have (they rank with Sherlock Holmes). His books, and each one is selling, are:

TURNABOUT
THE NIGHT LIFE OF THE GODS
DID SHE FALL?
THE BISHOP'S JAEGERS
THE STRAY LAMB
TOPPER
TOPPER TAKES A TRIP
RAIN IN THE DOORWAY

$2.00 *each*

An American find in a novel of Hawaii —

THE LORD'S ANOINTED by Ruth Eleanor McKee

To **Christopher Morley** goes the honor of discovering this distinguished and colorful romance of our island empire. (*April 18th* $2.50)

—OUR— ENGLISH NOVELS

. . . began Jan. 3rd with **THE CROSS OF PEACE by Philip Gibbs.** The best-selling story of a modern hero since Mark Sabre of IF WINTER COMES. Gibbs' finest since THE AGE OF REASON. **Continuing advertising.** $2.50

N. B. Your readers are connecting this great novel of peace with **Beverley Nichols'** exposure of war preparations **CRY HAVOC!** $2.00

Robert Hichens' new novel is THE POWER TO KILL

The Paradine Case completely re-established his market. We've sold 10 big printings; the book still sells 300 copies weekly. Here's a novel in similar vein, with an enthralling background of passion and tragedy. (*Indef.* $2.50)

● We have the honor to announce the new novel by the author of that extraordinary first novel—and Harper Prize Winner, THE ABLE McLAUGHLINS.

THE VALIANT WIFE by Margaret Wilson

(*March 7th* $2.50)

"Keep a sharp eye open to

Graham Greene!"* His new book is IT'S A BATTLEFIELD

His best-seller **ORIENT EXPRESS** will shortly appear as a feature motion picture.** (*March 21st* $2.00)

*Philadelphia PUBLIC LEDGER

**Check your local theatre on this Fox special feature.

discoveries

● Who's new in DOUBLEDAY, DORAN books? Here are three authors of great promise whom we shall promote as exciting "finds."

Mary Mitchell's

story of a modern minx-de-luxe who came to an awful end. Irresistible comedy, sheer beauty.

A WARNING TO WANTONS

By choice of Hugh Walpole, Clemence Dane, etc., **January selection, British Book Society . . .** Sylvia Lynd writes: *If James Laver had collaborated with the darling ghost of Anthony Hope, he might have produced a story like this!* (*Feb. 28th*—$2.50).

"—and from sudden death—". In the school of BEFORE THE FACT—a distinct DOUBLEDAY, DORAN introduction in the literature of terror—

WHISPERING TONGUES by Laurence Kirk

A discovery of F. Tennyson Jesse, literary adviser to the late *Wm. Heinemann.* (*Feb. 28th*—$2.00).

HARRIET by Elizabeth Jenkins

A vivid and terrifying novel of a woman who was rich and mad, and paid for love with death — a literary sensation of the first order. (*Coming March 21*—$2.00).

For your best customers, readers of **Doctor Serocold** — the witty, charming, human new **HELEN ASHTON** novel—

FAMILY CRUISE: A Marine Comedy (*April 4th*—$2.50)

Two delightful English novels:

SARA ALONE by N. S. Leitch a story that reveals what so many feel, so few can tell. (*April 18th*—$2.00)

CHELBURY ABBEY by Denis Mackail author of *Greenery Street* and *Peninsula Place.* (*March 7th*—$2.00)

Though the date is yet indefinite we shall publish this spring the new novel by the author of **THE SHINY NIGHT.** (5 large printings)—

THE LONG DAY CLOSES by Beatrice Tunstall.

The price will be $2.50

In the same class of distinction as THE SHINY NIGHT—
A great novel of modern Scotland—

CLOUD HOWE by Lewis Grassic Gibbon

A book which is likely to become as important to the Scottish Movement as were Stephens and Yeats to the Gaelic Revival. By the author of **SUNSET SONG.** (*Feb. 14th*—$2.50)

From a great master of story-telling

A FEATHER IN HER HAT by I. A. R. Wylie

An unashamedly beautiful love-story of the London springtime. (*March 21st*—$2.50)

NON FICTION

NON-FICTION increases in publishing and bookselling importance. Here are important books in this growing field:

The new **PHILIP GUEDALLA** biographical work

THE QUEEN AND MR. GLADSTONE
With many illustrations, photographs and historic letters published here for the first time. (*Coming March 7th*—$5.00)

MEMORIES OF MY CHILDHOOD
by Selma Lagerlöf

A book to stand with MÅRBACKA as one of the *most beautiful autobiographies of our time.* (*April 18th*—$2.50)

The most eagerly awaited biography since ELIZABETH and ESSEX is

FRANCIS I by Francis Hackett author of **Henry VIII.** (*Indef.* $3.00)

- Selling 400 copies a week brings the creator of Pickwick to life. **CHARLES DICKENS by Stephen Leacock.** *Fully illustrated.* $3. You will sell this volume for years.
- Now—a companion book to the best-selling **CULTURE OF THE ABDOMEN**—**STAND UP AND SLIM DOWN:** RESTORATION EXERCISES FOR WOMEN by Ettie A. Hornibrook. In similar format. *Each* $1.95

As illuminating in the field of Oriental relations as was *Modern Corporations and Private Property* in the industrial field —

EMPIRE IN THE EAST Edited by Joseph Barnes
—a great work, especially written by 10 Eastern experts. (*Coming March 21st*—$3.75)

You've had calls for this one, but there hasn't been such a book before —

THE ADVANCE OF SCIENCE Edited by Watson Davis
One big news volume, march-of-time picture of what the greatest modern adventurers, the scientists, are doing in every field. (*June 6th*—$2.75)

Topical—up-to-the-minute—**FOURTH CRISIS. George A. Benson's** completely candid analysis of the Roosevelt revolution. (*April 4th*—$2.50)

EINSTEIN contributes an introduction to

YOUR GERMS AND MINE. Berl ben Meyr's popular book of bacteriology for everybody that opens up a whole new world of fascination and mystery and useful information. (*March 21st. Illus.* $3.25)

The important new work by the author of THE TINDER BOX OF ASIA — 5 big printings—**WE JEWS by George E. Sokolsky.** (*May 16th*—$2.50).

NOTE: ☞ While WORK OF ART, THE CROSS OF PEACE, SKIN AND BONES and other books are bringing in re-orders that reveal a healthy, fluid condition of stock in shops, certain books—though months from publication—are receiving advance orders which indicate with what eagerness the public awaits them. One such book is the new mystery romance **THE CROOKED LANE by Frances Noyes Hart,** author of **The Bellamy Trial**—*Coming June 6th,* a red-letter day—$2.00

Fiction that is Romantic and Popular

Two first-rate **KATHLEEN NORRIS** novels will be published this Spring.

MANHATTAN LOVE SONG (*Feb. 28*—$2)

THREE MEN AND DIANA (*June 6*—$2)

Her last book **ANGEL IN THE HOUSE** is still selling.

MAYSIE GREIG. The young lady with a genius for clean, sparkling romance presents three new books—

PROFESSIONAL LOVER. Published and selling $2

TEN CENT LOVE (*March 21*—$2)

LITTLE SISTERS DON'T COUNT (*May 16*—$2)

Jackets in full color by Neysa McMein.

THE PERFECT PAIR, by Lois Montross. A light-hearted story by a SEP, Red Book, Cosmo headliner. (*March 7*—$2)

Here we list our other popular romance novels for the Spring:

KAREN'S DESTINY, Harriet T. Comstock (*May 16*—$2)

INTRODUCING TERRY SLOANE, Concordia Merrel (*May 2*—$2)

ALL ABOUT JANE, Pamela Wynne (*April 18*—$2)

ALWAYS TOMORROW, Ruby M. Ayres (*Feb. 14*—$2)

LOVE IS SO BLIND, Ruby M. Ayres (*April 4*—$2)

PEKING MADNESS by J. Van Dyke author of "Chinese Lovesong." (*May 2*—$2)

Western Adventure

Not a single copy of a Doubleday, Doran Western has ever been remaindered. Here are four new titles on which we stake this fine record—

RED CLARK RIDES ALONE, Gordon Young, author of *Red Clark of Tulluco.* Published and selling at $2

THE YUKON KID, James B. Hendryx, author of *Raw Gold.* (*April 4*—$2)

TRAIL DUST, Clarence E. Mulford. A new best-seller from the creator of the immortal Hopalong Cassidy. (*May 16*—$2)

SMOKY PASS by Ernest Haycox, author of *Starlight Rider.* (*June 6*—$2)

Poetry

We have the honor to present the collected volumes of two novelists in the front rank of "best-sellers" who are also widely read for their distinguished poetry—

The Poems of Richard Aldington (*April 18*—$2.50)

COLLECTED POEMS by V. Sackville-West (*March 7*—$2.50)

Both volumes containing poems never before published in book form.

Are you selling your share of DOUBLEDAY, DORAN popular

Plays

79,898 copies of DD plays were sold, largely over fiction counters, in 1933. These included DESIGN FOR LIVING*, DINNER AT EIGHT, CAVALCADE. We have already printed three large editions of

Maxwell Anderson's great poetic drama **MARY OF SCOTLAND** $2

We also publish **THE LAKE** in which **Katharine Hepburn** is starring. $1.50

COME OF AGE, by **Clemence Dane** and **Richard Addinsell** $1.50

PLAY PARADE by **Noel Coward.** Seven of his best pieces in an omnibus. $3.50

*Included now in *Play Parade.*

Humor

Two delightful items **archys life of mehitabel** ($2) which with **archy and mehitabel** now completes **Don Marquis'** story of the most popular lady cat in literature. *Both books illustrated by Herriman.* $2.00 *each*

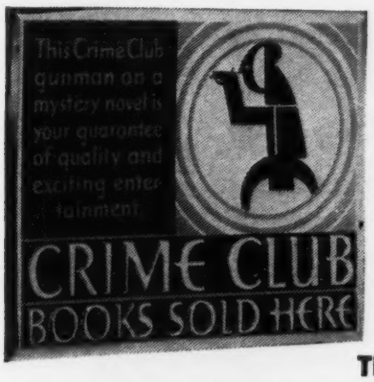
MORTON'S FOLLY by **J. B. Morton** ("Beachcomber") with pictures by Nicolas Bentley. (*Feb. 28*—$2)

Juveniles

JUNIOR BOOKS offer two sure-fire titles for Spring:

THE LORD'S PRAYER, pictured by **Ingri and Edgar Parin d'Aulaire,** creators of OLA. $1.75

TIM TADPOLE AND THE GREAT BULLFROG—story and pictures by **Marjorie Flack,** author of *Wag-Tail-Bess.* $1.50



This flashing metal sign is bringing mystery customers into hundreds of bookstores. Small in size, big in visibility, a permanent display of continuing value. Write us if you haven't one already.

The detective story market is going up. People are discovering that these books are the perfect relaxation. And **THE CRIME CLUB** is ready with the finest list in years—books by authors whose names have proven sales-value, by new discoveries who are going to make detective story history. Once more it proves that the **CRIME CLUB** name sells books—that it is recognized as the guarantee of mystery quality everywhere.

We've given you already McKEE OF CENTRE STREET, by Helen Reilly, now in its 3rd printing. By the time this is printed, two other extraordinary thrillers will be ready: **THE MANUSCRIPT MURDER by George Limnelius,** author of *Medbury Fort Murders* (13,424 copies), and a smashing melodramatic Scotland Yard hair-raiser, **Carlton Wallace's MR. DEATH.**

Are Scotland Yard thrillers the kind your customers like best? Try them on the new Supt. Wilson story by **the Coles, END OF AN ANCIENT MARINER** (Feb. 7); one of the best inside Yard novels ever written, **RICHARDSON'S SECOND CASE by Sir Basil Thomson,** long Scotland Yard's head (Feb. 14); **LONDON CALLING,** with Inspector Spears seeking the murderer who made a broadcast studio a shambles (Feb. 28); and Inspector Silver's brilliant work in fear-haunted London, **THE SINISTER SHADOW** (March 21).

Or perhaps your calls are greatest for top-notch American mysteries. Then recommend the most absorbing Lieutenant Valcour thriller, **THE LESSER ANTILLES CASE, Rufus King's** new masterpiece of terror (March 14); the best new American discovery since Mignon G. Eberhart, **THE RIDDLE OF THE RUSSIAN PRINCESS, by E. S. Liddon** (April 18); **Stuart Palmer's** spectacular novel of murder in two countries, **THE PUZZLE OF THE SILVER PERSIAN** (May 2); other new titles coming later.

Remember that on June 6th, THE CRIME CLUB—jointly with DOUBLEDAY, DORAN—will publish the new mystery romance by the greatest of all mystery writers, **Frances Noyes Hart**—author of *The Bellamy Trial* — **THE CROOKED LANE**. Backed by the largest advertising appropriation we've ever given a mystery.

This is not the complete Doubleday, Doran list. We shall publish this Spring other books equally important and saleable. Watch the "P. W." for further announcements.

DOUBLEDAY, DORAN & CO., Inc. THE CRIME CLUB, Inc.

Garden City, N. Y.

In Canada: DOUBLEDAY, DORAN & GUNDY, Ltd., Toronto

DUFFIELD & GREEN

early SPRING books

Alice James

Her Brothers ~ Her Journal

Anna Robeson Burr

One of those rare literary "finds" that your customers demand. Alice was sister of the famous brothers, Henry, the novelist, and William, the philosopher. Of her work, never before published, Henry James wrote: "It is heroic in its independence; face to face with the universe; its eloquence and irony and humor constitute a claim for renown." Mrs. Burr's introduction sketches in the background and publishes revealing correspondence of the James family. Frontis. $2.50. March 15.

WHISKY

***by* Aeneas MacDonald**

The *first* book on whisky, since prohibition.

A distillation of taste and wit worthy of its subject. Written with great charm and humor, it treats seriously of the nature, history, making, blending, geography, judging, purchase and care of "Nature's noblest beverage." Just out. $1.50.

REVOLUTION

Adolph Gillis, *author of "Ludwig Lewisohn," etc.*

Revolution comes to America—with all of its unbridled passions and gross excesses. A powerful and preventative novel calculated to excite terrifying speculation. February 1. $2.00.

KALEIDOSCOPE

Anna Robeson Burr, *author of "The House on Charles Street," etc.*

A modern romance in which beauty and chivalry are inextricaby bound with intrigue, mystery and conspiracy. Dangerous situations against an exquisite Florentine background. April 12. $2.00.

AMERICAN POETRY IN OUR TIME

and FIFTY POETS: AN AUTO-ANTHOLOGY: **Edited by William Rose Benét, with a Discussion on the Forms of Poetry by Adolph Gillis.**

Unique among anthologies, and necessary to students of poetry. All of the original material of the very successful "FIFTY POETS" (pub. last year) is here. Other verse by the same authors selected by the editor, has been added, as well as poems by the men who most influenced modern American poetry—Poe, Whitman, Hovey, Carman, etc. Arranged by subject. A most important book for your permanent stock. Approx. 350 pages, Octavo, March 15. $2.50.

New Juveniles

Tell Them Again Tales

Margaret and Mary Baker

Eighteen delightful fairy tales for little children, illus. this time, not only in silhouette but with quantities of charming black and white drawings. $2.00.

The Magic Tower

Charles J. Finger

The famous winner of the Newberry prize has done a beautiful thing, suggestive of Kipling's "THEY." Printed by The Kings Arms Press. Illus. $2.00.

COMING LATER:* THE HOUSE THAT JILL BUILT, by Anne Maxon. *A Junior Literary Guild Selection.

DUFFIELD - GREEN: 200 Madison Ave., N. Y.

Surprises and Certainties

SPRING 1934

FARRAR & RINEHART

THE STATE VERSUS ELINOR NORTON
by MARY ROBERTS RINEHART, January 29, $2.00

THE INNOCENT WIFE
by COLETTE, January 30, $2.00

THE UNFORGOTTEN PRISONER
by R. C. HUTCHINSON, February 5, $2.75

DEATH RIDES THE MESA
by TOM GILL, February 26, $2.00

STAY OUT OF MY LIFE
by SOPHIE KERR, February 26, $2.00

SPRING 1934

FARRAR & RINEHART

TOWARD THE FLAME
by HERVEY ALLEN, February 27, $2.50
With a new preface by the author and 64 illustrations by Lyle Justis

MASKED WOMEN
by REX BEACH, March 8, $2.00

THE LAND OF PLENTY
by ROBERT CANTWELL, March 8, $2.50

MAGNUS MERRIMAN
by ERIC LINKLATER, March 12, $2.50

THE TEN MILLION
by MARK HELLINGER, March 15, $2.50

THE VOYAGE
by HEINRICH HERM, March 15, $2.50

FINNLEY WREN
by PHILIP WYLIE, March 19, $2.50

THE STORY OF A COUNTRY BOY
by DAWN POWELL, March 22, $2.00

THE INCURABLE FILIBUSTER
ADVENTURES OF COLONEL DEAN IVAN LAMB
March 22, $2.50, Illustrated by Paul Brown

THUNDER IN THE DUST
by ALAN LeMAY, March 22, $2.00

STARS FELL ON ALABAMA
by CARL CARMER, March 29, $3.00
Illustrated by C. Le Roy Baldridge

SPRING 1934

FARRAR & RINEHART

MAN WITH FOUR LIVES
by WILLIAM JOYCE COWEN, March 19, $2.00

MEDICINE: A VOYAGE OF DISCOVERY
by JOSEF LOEBEL, M. D. March 29, $2.50

THE GREAT WHITE GODS
by EDWARD STUCKEN, April 5, $3.00

TWENTY MAD YEARS
by COLONEL F. E. MacCAMMON, April 23, $3.00

FIVE SILVER DAUGHTERS
by LOUIS GOLDING, April 30, $2.50

BUSINESS WOMEN IN LOVE
by FAITH BALDWIN, May 3, $2.00

BOY AND GIRL TRAMPS OF AMERICA by THOMAS MINEHAN, May 24, $2.50

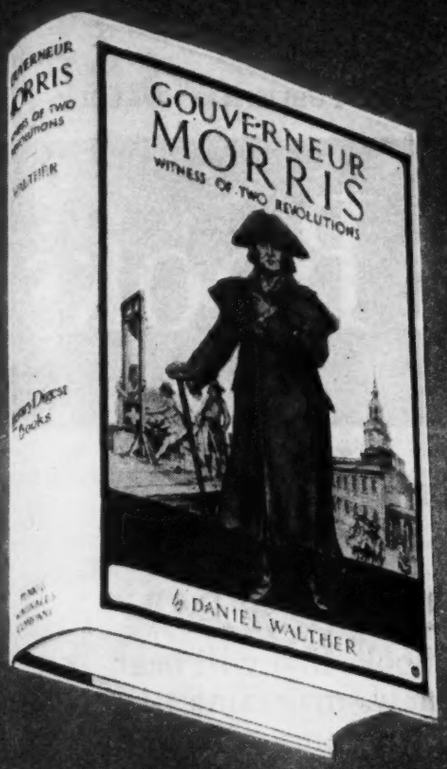
THE FOLKS by RUTH SUCKOW, May 31, $2.75

FARRAR & RINEHART
232 Madison Avenue, New York

S U C C E S S
in finding Old, Rare and Out-of-print books has long been a certainty to booksellers who use the columns of the WEEKLY BOOK EXCHANGE. Your store should use this medium to secure the hard to find items for your customers.

"Books Wanted" Ads in the "P. W." pay profits to booksellers

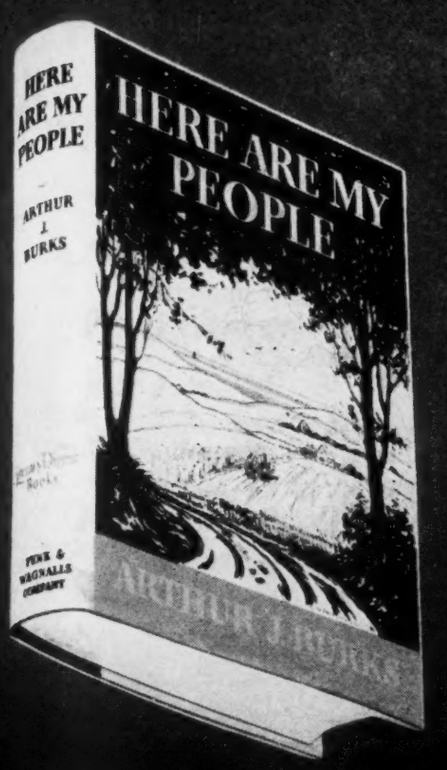
—and the BOOKS FOR SALE section also gives you a chance to advertise to the whole wide world of quantity book buyers those books you have for sale whether limited or overstock items that some other bookseller may be glad to buy. Use the "P. W." to buy and sell MORE books.



Announcing

Literary Digest Books

[*See Following Pages*]



Literary Digest Books

For Spring 1934

Published by Funk & Wagnalls Company

The first seven in a new non-fiction line of books that will bear the imprint of the world's most widely read news-magazine will be ready shortly. This line will consist of vividly interesting and vitally important new books that cover a wide range of subjects.

Each book, chosen for its lasting value, will be distinguished for its ability to entertain as well as to inform the intelligent reader. As at present planned the issue will be restricted to twenty-five volumes a year.

In selecting the manuscripts, the same care will be used that for more than forty years has been exercised in editing The Literary Digest. It is the aim of the publishers to make the imprint LITERARY DIGEST BOOKS as unquestionably a symbol of true value and dependability in the book world, as is the name of The Literary Digest itself in the magazine field.

The First Seven Titles

THE BLACK EAGLE

(Bertrand du Guesclin—Sword of France)

By M. CORYN

All high adventure is not confined to fiction, but the reader will have to turn to Conan Doyle's "White Company" or Stevenson's "Black Arrow" to match the career of Bertrand du Guesclin, the simple and obscure Breton warrior who became Constable of France. This great forerunner of Jeanne d'Arc was the incarnation of the chivalric ideals of bravery, loyalty, and gentleness toward the weak. "This is a biography with a hero. Bertrand du Guesclin is one of the great men of history, and the story of his exploits stirs the pulse like a march. . . . A book to rejoice in, a book that makes the age of chivalry live again."—*Sylvia Lynd.* 8vo. $2.75. *Publication date, February 16.*

HERE ARE MY PEOPLE

By ARTHUR J. BURKS

Here is a book which is as unmistakably American as doughnuts or apple pie, the simple chronicle of the settlers in the "Big Bend" country of Washington. They are believable folk, the author's "people"; they might be yours or mine. This book is, in a sense, the foreshortened history of our nation's growth from the pioneer period to the present day; "the early days" in Washington are only three generations removed. 8vo. $2.50. *Publication date, February 16.*

THE NEW DEAL IN EUROPE

By EMIL LENGYEL

Emil Lengyel, who has watched the European scene for many years, gives us the story of Europe's attempts with the New Deal in simple and understandable language. All the policies of our own New Deal gain fresh significance in the light of what has already been done and is still being done in the various countries of Europe. 12mo. $2.00. *Publication date, February 28.*

THE ROOSEVELT YEAR

A Photographic History to March 4, 1934

Edited by PARE LORENTZ

A photographic record of the nationally significant events during Franklin D. Roosevelt's first year in office. The author's short and pithy captions admirably supplement the living history of the pictorial story. The two hundred odd pages of pictures have caught, as only pictures can, the drama and tension, the sense of great things impending which characterized one of the most momentous years in American history. Size 9 x 12 inches. $2.75. *Probable publication date, March 30.*

HOW TO SUCCEED IN LIFE

By GRENVILLE KLEISER

How to accomplish the things we wish to achieve by proper planning. The author goes fully into the subject, covering such phases as planning, eating, sleeping, thinking, working and serving; climaxing it all with an excellent chapter on "living well." $2.00. *Publication date, February 8.*

GOUVERNEUR MORRIS

By DANIEL WALTHER

A modern and understanding life of a paradoxical and important figure. Gouverneur Morris gave our Constitution its final revisions. Frankly aristocratic in his sympathies, contemptuous of the masses, insolent to his equals, he moved tranquilly through two revolutions, elegant in spite of his wooden leg, epigrammatic, adored by the women of two continents for his gallantry and gay humor, admired and feared by his compatriots for his caustic wit. Illustrated, 8vo. $3.00. *Publication date, February 28.*

THE MESSAGE OF THE PARABLES

By JOSEPH F. McFADYEN, M.A., D.D.

The author discusses the parables, one by one, in this illuminating study of the little stories that Christ used so effectively. 12mo. $2.00. *Publication date, February 8.*

Funk & Wagnalls Company, Publishers

354-360 Fourth Avenue - - - New York, N. Y.

Literary Digest Books

HARCOURT, AND

BIOGRAPHY

E. M. FORSTER
G. Lowes Dickinson — April, $2.50 (?)

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A compendium of curious information for every student of Virgil or the ancient classics, folk-lore or mediaeval literature; with a large number of illustrations that show the mediaeval conception of Virgil as a magician. $5.00

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Describes the Puritan creed and program in terms as much contemporary as possible and at the same time interprets it in larger terms so that the full philosophical implications of Colonial thought can be perceived. $3.50

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1934 SPRING PUBLICATIONS

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The author of *A Passing America* and *The Red Hills* here does for New Hampshire and the White Mountains what he has previously done so successfully for Pennsylvania and the Wissahickon Hills. A delightful cross section of New England life in all its phases. *Illustrated April* $3.50

THE QUEST FOR SECURITY **by I. M. Rubinow**

A clear presentation of the facts which a well-informed person needs to know about a vital question of the day—social insurance. *April* $3.75

S. O. S., A Book of Sea Adventure **by David Masters**

Thrilling tales of the sea and its heroes, by the author of *Wonders of Salvage, When Ships Go Down,* etc. *Illustrated February* $2.50

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FICTION

THE SECOND DAY **by Ilya Ehrenbourg**

The conflict between the old and the new Russia forms the background for this very human story of two men and a girl. A distinguished novel, highly praised by Romain Rolland. Together with the author's earlier *Street in Moscow*, it forms the basis for the moving picture *Red Square* to be released by Columbia this spring. *May* $2.50

MIRACLE ON SINAI **by Osbert Sitwell**

In this satirical novel, Osbert Sitwell tells the story of a modern "miracle" as witnessed by a group of tourists staying in a hotel at the foot of Mt. Sinai. Written with sly wit and humor. *February* $2.00

A NOVEL **by Nicolai Gubsky**

A sensitive and understanding portrayal of the lives of a young Russian couple living in England, and their efforts to adjust themselves to post-war conditions in a strange land. *March* $2.00

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Coe (George W.)
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MORE MONEY

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A powerful novel of today in which a variety of fascinating characters are smitten by the need for more money. *276 pages, $2.00, February 13th*

THE SUPERHUMAN LIFE OF GESAR OF LING

by Alexandra David-Neel and The Lama Yongden

The Gesar of Ling Epic is the Iliad of Central Asia. The author of "Magic and Mystery in Tibet" recounts in popular form the exploits of the Hero, Gesar of Ling. Full of native humor this tale gives us a true-to-life picture of Tibetan customs. *428 pages, $3.00, February 19th.*

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by Francis W. Hilton
Western Adventure $2 Feb

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THE CAUTLEY MYSTERY
by A. Fielding
Latest "Inspector Pointer" $2. April

YOUNG NAVY MAN · *by Belle Burns Gromer* · Romance and a naval lieutenant $2 April

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One novel this spring that is assured an enthusiastic audience! Here once more is all the matchless Peter B. Kyne wit and warm human appeal that made Cappy Ricks a nationwide favorite. *$2 March.*

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No more exciting story has come from Edison Marshall —the weird adventure of an aviator who was thrown back into the Ice Age. *$2 Feb.*

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THELMA SVANE

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BY T. O'CONROY

Late Professor at Keio University, Tokio

Prof. O'Conroy makes sensational charges, but levels them without sensationalism in an objective, completely-documented study of the fanatical patriotism and backwardness he finds so widespread in Japan today. Lord Lytton consulted the manuscript for his famous League of Nations report. *$3 March.*

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The new novel by the winner of the 1933 Nobel Prize. The story of a youth in old Russia, written with supreme artistry. The manor, the beautiful countryside, and the gallery of human, charming, old-fashioned people are recreated in a poignant narrative filled with lovely, sensuous pictures.

February 5, $2.50

JAMES LAVER'S
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The author of *Nymph Errant* (sales—5917) offers three piquant, satirical poems which tell of the fate of three damsels who strayed.

February 5, $2.50

MURDER REHEARSAL
by Roger East

A mystery with a really new plot. A detective story writer plans three safe and cunning methods of murder for his new book, and simultaneously, in different parts of England, three such murders occur! *February 5, $2.50*

CHARLES A. BEARD'S
The Economic Basis of Politics

A modern classic reissued with a new preface by its distinguished author. Now more pertinent than ever to the problem of the relation between government and economics.

February 5, $1.25

OSWALD SPENGLER'S
The Hour of Decision

Militantly controversial, extremely timely, easily comprehensible to the average book-buyer, magnificently written, this may out-sell even Spengler's *The Decline of the West*. This new book is, in fact, an application of the philosophy of that monumental work to the crucial political and social problems of today. It is an expression of the conservative and aristocratic view of life—against socialism, against internationalism, against the colored and Asiatic races, for strength of race, for social stability, for moral convention, for the superior classes. This book has been attacked viciously by all the Nazi critics, partly because it is *against Anti-Semitism*, yet it has not been banned (for it is too important) and it has sold 200,000 copies in Germany. Editorials have already appeared in leading newspapers (N. Y. Times, Chicago News, Wall Street Journal). It may be your outstanding Spring non-fiction title. *February 12, $2.50*

ERIC LINKLATER'S
The Crusader's Key

A little gem of a story—of how a crusader left his wife apparently safe from temptation, and then a troubadour came along! For sophisticates of both sexes. *February 12, $1.25*

WHAT EVERYBODY WANTS TO KNOW ABOUT WINE
by Allan Taylor

A comprehensive volume on all phases of the purchase, use, and care of wines.

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to be published during February

BORZOI BOOKS

G. B. STERN'S
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Her new novel is in the class of *The Rueful Mating* (sales—13505). It is the story of the conflict between the summer invaders and the old-established residents of a resort, told with all the humor and color and satire that have made Miss Stern one of the beloved novelists of our day. A romance, a characteristic G. B. Stern family group, a murder, a fine friendship between two middle-aged ladies, and some marvelous children make this one of her most readable novels. 420 pages.

February 26, $2.50

SO A POOR GHOST
by Edward Thompson

A novel of India that has been both praised and attacked in England because of its message.

February 26, $2.50

ROMPING THROUGH PHYSICS
by Otto Willi Gail

Children will delight in this. It expounds the principles of physics in terms of everyday objects and happenings. Printed in two colors, *with 103 illustrations.* *February 19, $1.50*

THEY SHALL NOT DIE
by John Wexley

A drama based upon the Scottsboro case, by the author of *The Last Mile.* It will be issued simultaneously with the production of the play by the Theatre Guild in New York. Its social significance, its tremendously exciting story, and its controversial character are bound to provoke widespread interest in it.

February, $2.00

THE POSTMAN ALWAYS RINGS TWICE
by James M. Cain

A breathless story of two tough people bound together by sex, greed, and murder, written in clipped and biting prose. It is violent, hard and realistic, yet it is not an old-style thriller. It is a study of human passion. *Watch this!*

February 19, $2.00

THE CELTS
by Professor Henri Hubert

A volume in the History of Civilization Series. The most thorough and authoritative history of the Celts available. *February 19, $5.00*

A HISTORY OF BUDDHIST THOUGHT
by Dr. Edward J. Thomas

A volume in the History of Civilization Series. It explains the development of Buddha's teachings and their spread through Asia.

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by David C. DeJong

The story of a Dutch immigrant family in the Middle West, and at the same time a portrait of a magnificent character, solid, earthy, humane, and too fine to be comfortable in the brash environment into which circumstance had thrust him. A first novel by a very talented writer. *February 26, $2.50*

PUBLISHER • N • Y •

BORZOI BOOKS

TRUMPETER, SOUND!

by D. L. Murray

Sound the trumpet for *Trumpeter, Sound!* A great romance of England in the great days of Victoria. The London of gas-lit streets, the theatre, the war. *Watch this! April 6, $2.50*

ADVENTURES IN NAKEDNESS

by Julian Strange

A "nudist" book. The author tells of his experiences in various camps in a most interesting narrative manner. *74 illustrations.*

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THE ETHICS OF SEXUAL ACTS

by René Guyon

There has never before been a book like this in English. The author discusses what is right and what is wrong in sex and comes to some original and unconventional conclusions. Praised by Dr. Norman Haire, noted English sexologist, and Professor H. M. Parshley of Smith College. *March 12, $4.00*

J. S. FLETCHER'S

Murder of the Secret Agent

The last case handled by the famous detectives Chaney and Camberwell. A Fletcher hit.

March 19, $2.00

L. A. G. STRONG'S

King Richard's Land

A story for boys of the England of Wat Tyler and King Richard II, by the author of *The Garden* and *Sea Wall.* *March 19, $2.00*

ESSAYS OF MICHEL DE MONTAIGNE

Edited by Professor Jacob Zeitlin

The most authoritative and finest translation of one of the world's greatest classics, beautifully designed and printed under the supervision of Elmer Adler. Volume I.

March 26, $3.50

LANGSTON HUGHES'

The Way of White Folks

Stories by the brilliant young Negro novelist, author of *Not Without Laughter.*

April 30, $2.50

THOMAS MANN'S

Joseph and His Brothers

The greatest of living writers writes what many who have already read it claim to be the greatest of his novels. It is a story of biblical times, incomparably written, profound, universal. A recent dispatch to *The New York Times* from Berlin stated: "Let us avow it openly: this is the most powerful book ever written by Thomas Mann." *April 23, $2.50*

ALFRED · A · KNOPF

to be published March, April and May

BORZOI BOOKS

G. D. H. COLE'S
What Marx Really Meant

The distinguished English economist and historian, author of *A Guide Through World Chaos* and *The Intelligent Man's Review of Europe Today*, here seeks to restate the fundamentals of Marxism in twentieth century terms. An authoritative book on a subject of the greatest present interest. *April 9*
(details later)

THE DEATH-SHIP
by B. Traven

The story of an American sailor. European critics have called it the greatest sea story of any time in any language. Already published in ten different languages. 1,000,000 copies sold in Russia. 250,000 copies sold in Germany. Large sales in Sweden, Norway, Denmark, Spain, France, Czechoslovakia, Hungary, Poland, Holland. Just published in England.
March, $2.50

CANDIDATE FOR LILIES
by Roger East

A murder mystery with an unusual twist. But it can be sold on the title alone! *May 28, $2.00*

STORM JAMESON'S
Company Parade

Miss Jameson herself considers this her most interesting and most significant work. It is a long panoramic story of post-war London, involving many characters from all classes of society. It is at times harsh, at times bitter and poignant, always direct, vivid and true.
April 23, $2.50

WARWICK DEEPING'S
Seven Men Came Back

It is said by many readers that this novel surpasses even Major Deeping's *Sorrell and Son*. It is a story of what happened, after the war, to seven men who were friends in the army. No other novel of his in recent years has had as great a scope as this one. No other has dealt with so many fascinating characters.
May 2, $2.50

A BOOK OF WINES
by P. Morton Shand

The finest work on wines in the English language. It is composed of two volumes previously published separately: *A Book of French Wines* and *A Book of Other Wines —Than French.* *May 7, $3.00*

JOHN COLLIER'S
Defy The Foul Fiend

A brilliant, satirical, picaresque story of a young man who couldn't make up his mind whether to be a Don Juan, a Don Quixote, a Panurge, or a Machiavelli. *Watch this!*
May 14, $2.50

BASTARD VERDICT
by Winifred Duke

The story of a man who is suffering for a crime he may or may not have committed. Powerful, dramatic, human. Hugh Walpole said in a recent dispatch to the *New York Herald Tribune:* "A very remarkable book . . . no one who reads it will ever forget it."
May 14, $2.50

PUBLISHER · N · Y ·

LIPPINCOTT FORECAST *for* SPRING 1934

THIS YEAR there are three reasons why you should sell more LIPPINCOTT Books than ever before. First, the increasing prominence and popularity of LIPPINCOTT authors; second, the exceptionally intriguing titles of the new LIPPINCOTT Books; and third, the intense promotional and advertising effort to be placed on LIPPINCOTT Books.

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We believe that one of the truly great biographies of the year will be **LOUIS XV AND HIS TIMES,** *by Pierre Gaxotte,* prominent French editor and professor of history. It is not only an intimate, truthful portrait of the king who was sarcastically called "Well-beloved"—it is rarely adept in its depiction of Pompadour, DuBarry, Fleury, Voltaire and other personages of his hectic reign. Luxuriously bound and profusely illustrated, it will be published about February 15th. ($5) * * On February 1st we will publish ***Sisley Huddleston's* WAR UNLESS . . .** Since space is limited we quote from Lloyd George's comments on the recent English edition: *"I congratulate you upon the frankness with which you examine the dangerous state of international relations. I hope your book will be widely read."* (Price $2)

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Carleton Beals now turns his hand to a novel. And what a *novel*! Called **BLACK RIVER,** it is a surging, fighting, fast-moving tale of the oil fields and the bizarre characters that create them. The locale is Mexico, which no author knows better. We predict big things for **BLACK RIVER.** (Out about March 1st, $2.50.) ** Another Lippincott surprise is **THE EVIL EMPRESS,** the last work of the ***Grand Duke Alexander of Russia,*** who gave us **ONCE A GRAND DUKE.** It is based on the life of his great, great grand-mother, Catherine the Great, and has much of historical moment in it. (Out about March 15th, $2.50.) ** On April 1st the ***Countess De Chambrun,*** famed authority on Shakespeare offers an authoritative insight into Shakespeare's private life, with a story of his two great loves. The title is **TWO LOVES I HAVE.** ($2.50)

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Good business weather is indicated for light romances, too. The popular ***Grace Livingston Hill*** offers her new **RAINBOW COTTAGE** about April 1st ($2). ** ***Florence Riddell*** offers **SILENT WORLD** (just published), a most unusual romance of two people who are deaf ($2). ** And ***Margaret Turnbull*** contributes **IN THE BRIDE'S MIRROR** about April 5th. Every rental library will need copies ($2).

Business skies look "Clear and Warmer" for the next few months at least — to stores stocking new Lippincott Books. Read the forecast below, and you will see why we are so optimistic.

● ● ●

We warn you not to miss **THE STREET OF STRANGE FACES,** the last novel from the brilliant pen of ***Louis Joseph Vance*** ($2). Other good books to watch for are **THE MYSTERIOUS MADAME S . . .** French Prize Mystery for 1933, by ***Simone d'Erigny*** ($2); **IN THE TIGER'S CAGE** by ***Carolyn Wells*** ($2); **THE MURDER ON FIFTH AVENUE** by ***Claudia Cranston*** ($2); **EPILOGUE** by ***Bruce Graeme*** ($2); and **FEAR BY NIGHT** by the increasingly popular ***Patricia Wentworth*** ($2). And don't forget to stock ***Anthony Wynne's*** new Dr. Hailey Thriller, **THE CASE OF THE GOLD COINS** (*Just Published,* $2).

● ● ●

One of the best Westerns we have read in a long time, **CARAVAN INTO CANAAN,** by ***Grant Taylor,*** will be published about March 1st ($2). And ***Arthur Ransome*** offers another treat to children with **WINTER HOLIDAY,** a new addition to his splendid "Swallows and Amazons" series ($2). *It is beautifully illustrated by Helene Carter.*

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New York Evening Post: Feb. 8, 21. Mar. 15.
New York Sun: Feb. 2, 16.
New York World Telegram: Feb. 21. Mar. 21.
Boston Transcript: Feb. 3, 17. Mar. 3, 17.
Boston Herald: Jan. 27. Feb. 10, 24. Mar. 10.
Chicago Daily News: Jan. 31. Feb. 14, 28. Mar. 14.
Chicago Tribune: Feb. 10, 24. Mar. 10, 24.
Phila. Ledger: Jan. 27. Feb. 10, 24. Mar. 10.
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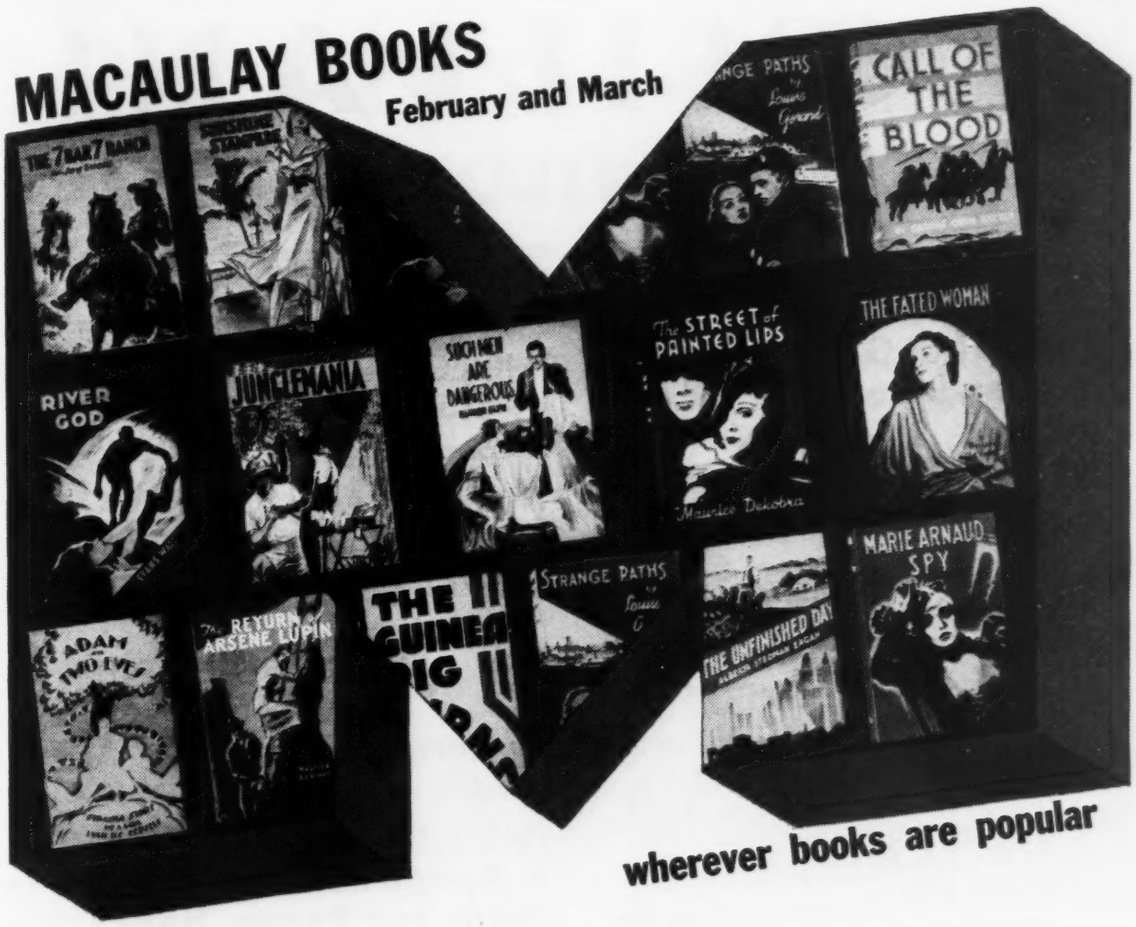

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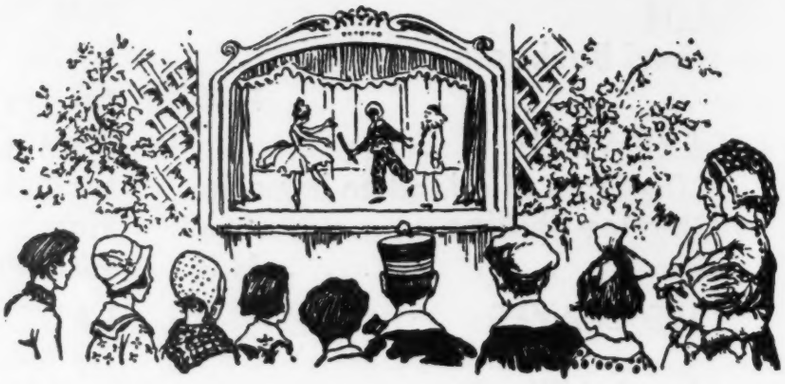

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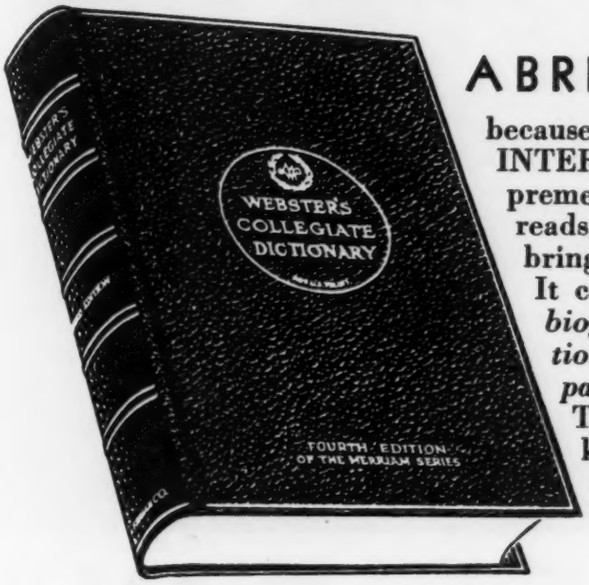

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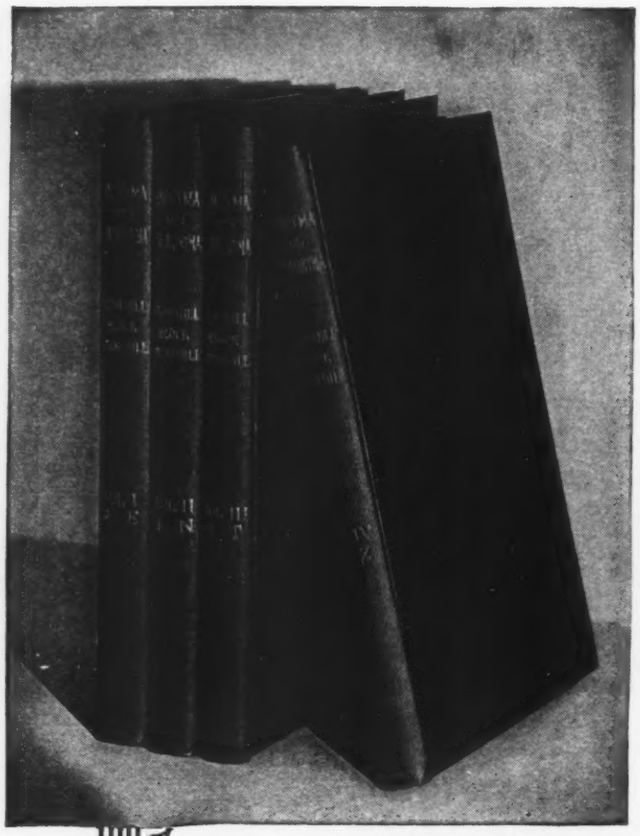

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OXFORD UNIVERSITY PRESS

PRESS PUBLICATIONS

SPRING 1934

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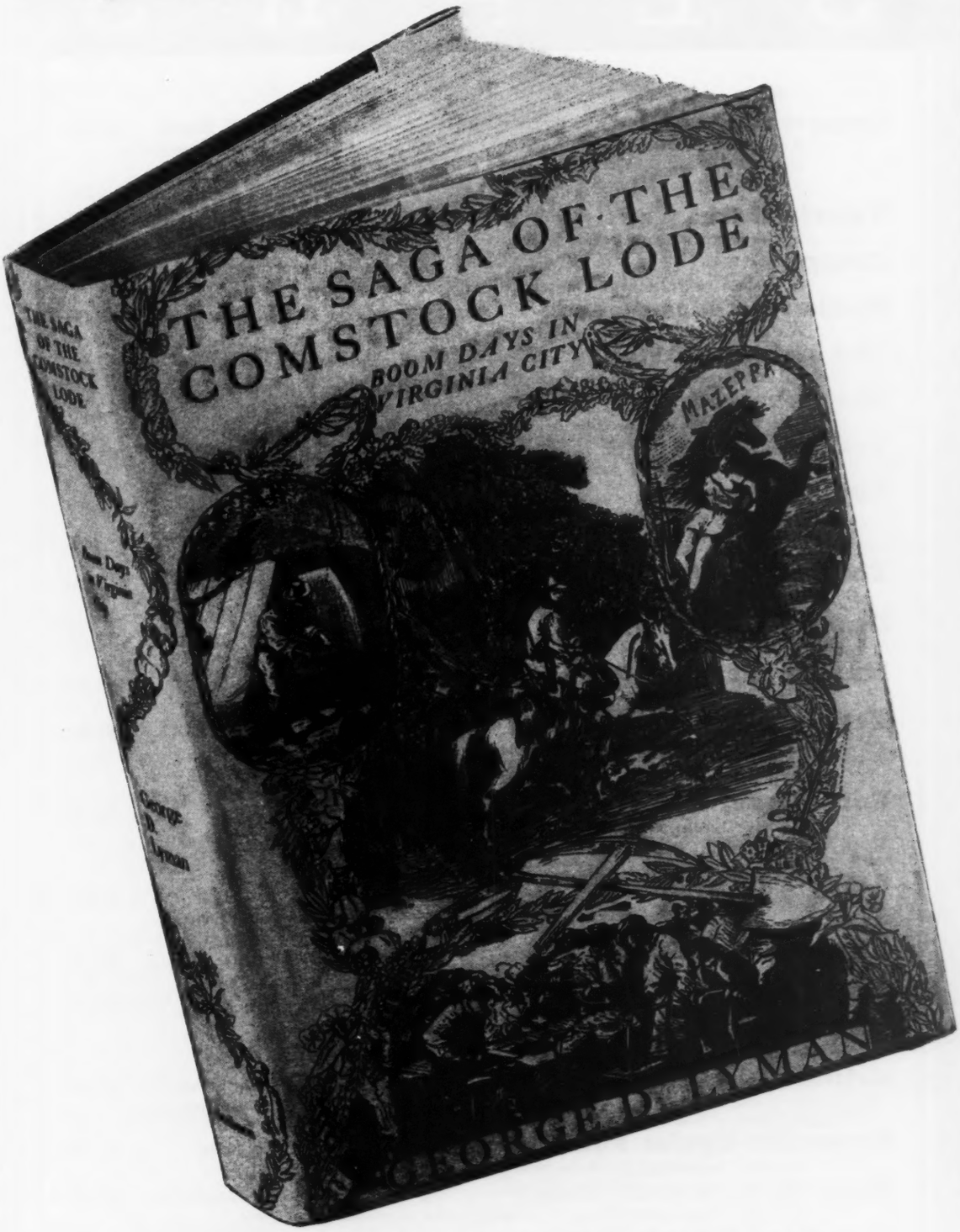
Our first spring list contains books by ARTHUR POUND, ELIZABETH CORBETT, SIR ARTHUR SALTER, FRANK VANDERLIP, and others. Full descriptions are contained in the preliminary announcement which has been mailed to the book trade. If you have not received your copy, write us today and one will be sent immediately.

A Great Book About the Old West



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SARGENT: THOMAS MORE $2.50

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In last week's *P.W.* we discovered to our surprise that we are publishing fewer books each year. The *P.W.* records that

In 1931 we published 42 books
In 1932 we published 37 books
In 1933 we published 29 books

While each of the last three years has been shown an increase in our business, this nonsense has to stop somewhere. We're definitely going to try to find at least 30 books to publish in 1934. Fewer and Better Books is all right, of course, but if carried to extremes, we'd soon find ourselves with just an occasional book every few years.

No. *More books* is our motto—provided we can find them. And provided that when we have found them or made them up, we can find time to work on them editorially, and make them look nice and sell them.

Below is the list of our Spring books. We honestly wish there were more of them (particularly novels). Not all of them are great literature, but some we think are. Each book has been edited with great care. Each book is being manufactured as an individual project, and each book is having prepared for it an advertising and promotion campaign that fits it. On some books we shall spend as little as $500.—and on some as much (or would you call it little?) as $2,500.—As soon as we find the public likes any of the titles and starts "stampeding the bookstores", then the advertising appropriations will be upped, just as in 1933 they were upped on *The First World War, More Power To You, Little Man What Now, Van Loon's Geography* and others.

And the active backlist (*Fun in Bed, Philosophy of Solitude, Money Contract*, etc.) will continue to receive advertising support.

Well, here's the list. You'll see some well-known names on it, and some dark horses. Needless to say, we think a lot of each title. If we didn't, then you wouldn't find so few of them.

ESSANDESS.

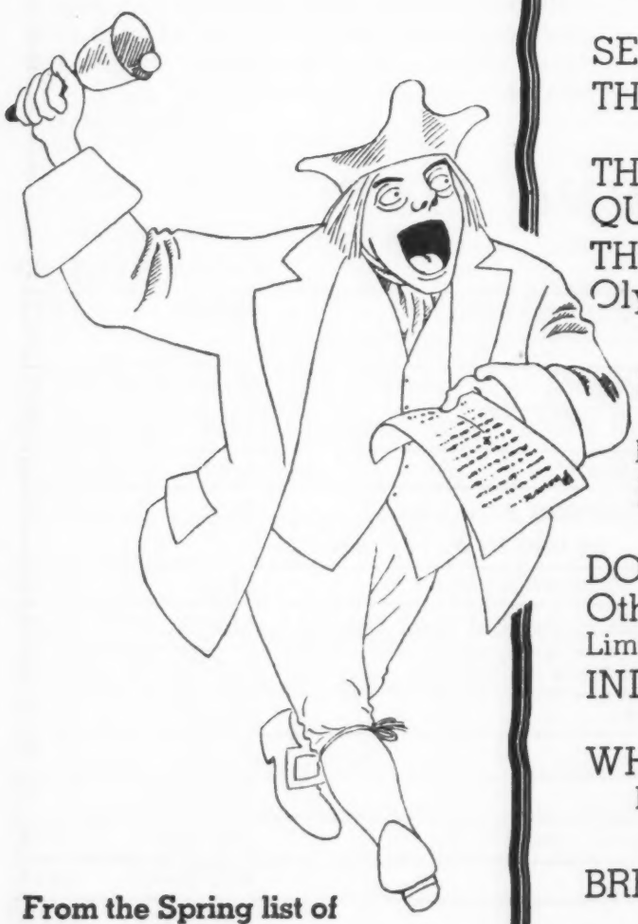
THE SPRING LIST

NIJINSKY, by *Madame Romola Nijinsky*	February	$3.00
MODERN ART: THE MEN, THE MOVEMENTS, THE MEANING, by *Thomas Craven*	March	$3.75
THE NEW DEALERS, by *The Unofficial Observer*	March	$2.50
MEN OF WAR, by *Liddell Hart*	June	$3.50
THE ART OF RELAXATION, by *Walter B. Pitkin*	April	$1.75
CHINESE TESTAMENT, THE AUTOBIOGRAPHY OF DEN SCHI CHUA as told to *S. Tretiakov*	May	$3.00
FAREWELL TO FIFTH AVENUE, by *Cornelius Vanderbilt, Jr.*	May	$3.00
THE COMPLETE WINE BOOK, by *Frank Schoonmaker* and *Tom Marvel*	March	$2.00
THE SAVOY COCKTAIL BOOK, (*New and Enlarged Edition*)	Published	$2.50
WEYMOUTH SANDS, by *John Cowper Powys*	March	$3.00
THE UNPOSSESSED, by *Tess Slesinger*	April	$2.50
BLOODY MARY'S, by *Geoffrey Dennis*	February	$2.50
MARRIAGE OR ITS EQUIVALENT, by *Travis Hoke* and *Dr. X*	January	$2.00
MORE FUN IN BED, edited by *Frank Scully*	Published	$2.00
MONEY CONTRACT (1934), by *P. Hal Sims*	February	$2.00
POCKET GUIDE TO BETTER GOLF, by *Alex Morrison*	March	$1.00
PENCIL FUN, by *Jerome S. Meyer* and *Franklin Watts*	March	$ .25
CROSS WORD PUZZLE BOOK NOS. 30 AND 31, by *Buranelli. Hartswick. Petherbridge*	February and May	$1.35

NAMES

worth shouting about . . .

WILLIAM FAULKNER
ROBERT GRAVES
EVELYN SCOTT
ISAK DINESEN
WILLIAM MARCH
ANDRÉ MALRAUX



From the Spring list of

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THE HOSPITAL MURDERS
by Means Davis, $2.00

THE SPIDER IN THE CUP
by Joseph Shearing, $2.00

FAREWELL VICTORIA
by T. H. White, $2.00

February

COME IN AT THE DOOR
by **William March,** $2.50

THIS MUCH IS MINE!
by Nola Henderson, $2.00

ONE WAY TICKET
by Ethel Turner, $2.00

JAMES JOYCE AND THE MAKING OF ULYSSES by Frank Budgen, $2.50

March

SET FREE by Sylvia Paul Jerman, $2.00

THE RECKONING
by Leane Zugsmith, $2.50

THE CHRONICLE OF CAROLINE QUELLEN by Seton Peacey, $2.50

THOMAS A. EDISON: A Modern Olympian, by Mary Childs Nerney, $3.50

April

SEVEN GOTHIC TALES
by **Isak Dinesen.**
Introduction by Dorothy Canfield, $2.50

BELMONTE, THE MATADOR,
by Henry Baerlein, $3.50

DOCTOR MARTINO and Other Stories by **William Faulkner,** $2.50
Limited, signed edition of 350 copies, $5.00

INDEED THIS FLESH
by Grace Flandrau, $2.50

WHAT TO DO ABOUT WINES
by E. and J. van Maanen-Helmer, $1.75

May

BREATHE UPON THESE SLAIN
by **Evelyn Scott,** $2.50

MAN'S FATE by **André Malraux**
(Goncourt Prize novel, 1933) $2.50

June

I, CLAUDIUS by **Robert Graves,** $3.00

Nola Henderson

HOW FIRST NOVELS BECOME "MUST" NOVELS is something no publisher can foresee when he signs up new authors. We are proud, however, to announce with our Spring list two first novels selected because they have that quality of genuineness that leads to success. One is the most likable farm novel we have ever read; the other is a novel of prison life from an angle that Warden Lawes couldn't have approached in 200,000 years in Sing Sing.

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by Nola Henderson

Mark Twain would have been the first to acclaim this novel about a female Huck Finn and how she grew from her outrageous, spitfire little-girlhood into a beautiful, pagan, brave young woman. Here is no chronicle of recipes, crops, and seasons, but a novel of vibrant life, filled with characters who live, talk, and think in the humorously forthright idiom of the Southwest. Recommended by the Book-of-the-Month Club. February 19th, $2.00.

ONE WAY TICKET

by Ethel Turner

For nineteen years, San Quentin prison, where her father was employed, was Ethel Turner's home. She has forged this intense novel by recreating her dramatic past—the long lines of shuffling convicts; the submerged fear of outbreaks; the suspense of the hour of execution; the dread of escapes; convict suicides—and the story of a girl who one day discovered that a convict could fall in love. February 26th, $2.00.

Harrison Smith and Robert Haas, Inc., 17 E. 49th Street, N. Y. C.

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AUTOBIOGRAPHY *of* JOHN KEATS

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Here is Keats's life story in his own words—a new method in biography that results in a vivid portrayal of the man and his times. There is humor and tragedy, philosophy and nonsense, inspiration and common sense, in Keats's life story—a story with a human appeal quite apart from its value as the biography of a great literary figure.

This is a book of permanent interest, for as Arthur Brisbane said in his column of January 1, in speaking of the *Autobiography*, "His [Keats] work will live as long as the English language of today is spoken."

Fifty-four illustrations, including a newly found miniature of Keats in color.

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By WILLARD H. BONNER

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March $2.75

OUT-OF-DOOR BOOKS

Winter and Spring Are the Desert Seasons

THE CALIFORNIA DESERTS: A Visitor's Handbook

By EDMUND C. JAEGER

A practical handbook, but "the general reader with a taste for outdoor books and a curiosity about arid regions will find it a fascinating volume. It is quite out of the general run of books, to be welcomed for purposes of armchair travel."—*New York Times Book Review* (December 31, 1933).

The *Scientific Book Club Review* (January, 1934) lists it among "Other Highly Recommended Books."

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By W. A. CHALFANT

While this title is not new it is one of the outstanding books on Death Valley. "Much of what had been published (about Death Valley) was of the character known as 'remarkable, if true'—and usually not . . . . Mr. Chalfant brings together interestingly and authentically the known facts about this unusual desert region."—*Sierra Club Bulletin.*

$3.50

BIBLIOGRAPHY

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By NATHAN VAN PATTEN — February $6.00

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STOKES

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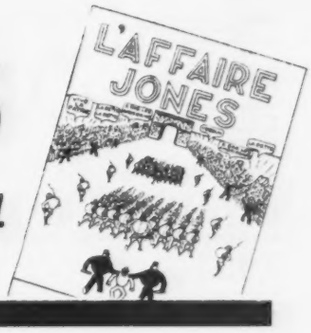

FICTION

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RIDGEWAYS
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By HAZEL HAWTHORNE. A novel of women's emotions, set against a New England background. *Feb. 21st* $2.00

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By EDWIN BALMER *and* PHILIP WYLIE. The thrilling story of the survivors of Doomsday, by the authors of *"When Worlds Collide."* *March 23rd* $2.00

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By HAROLD BINDLOSS. An outdoor story of love, intrigue and rousing action. *March 23rd* $2.00

THE ROAD TO NOWHERE
By MAURICE WALSH. The author here creates a new character as magnificently proportioned as Hugh Forbes of *"The Small Dark Man."* *April 19th* $2.00

DEATH ON THE DIAMOND
By CORTLAND FITZSIMMONS. A swift-moving, rapid action Baseball story. *May 3rd* $2.00

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By ELLERY QUEEN. Another Queen best-seller! Ingenious—and *original*! *June 7th* $2.00

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By HOFFMAN NICKERSON. A study of the intimate relation between war and our social order. *Feb. 21st* $2.75

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High spots from the first twelve issues of *The American Spectator*, selected by the editors. *March 23rd* $2.75

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By LEON F. WHITNEY. An impartial, comprehensive and non-technical book by a world-renowned authority. *March 23rd* $2.75

THIS BEWILDERED WORLD
By FRAZIER HUNT. The underlying causes of present universal unrest described by an intimate of leading world figures. *April 19th* $2.75

FREDERICK A. STOKES COMPANY, *443 Fourth Ave., New York City*

STUDIO

SPRING 1934

STUDIO

GARDENS & GARDENING 1934

Edited by F. A. Mercer. More attractive than ever this year with profusive illustrations, including a full color frontispiece. It is beautiful, helpful and a perfect joy to everyone. C. Fowler, President of the A. S. L. A., is a prominent contributor. Price $3.50 paper; $4.50 cloth. Ready February.

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Edited by C. G. Holme. This being the 29th annual issue proves the demand each year—a demand that is continually increasing. Six natural color plates, and over 200 illustrations of new and attractive ideas in domestic architecture, interior decoration, and everything to do with the home. Price $3.50 paper; $4.50 cloth. Ready March.

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By P. A. De Laszlo. This is the sixth volume in the successful "How To Do It" series. Mr. De Laszlo, the inimitable portrait painter who has painted nearly every crowned head in Europe, hundred of celebrities the world over, and has just completed portraits of Mussolini, The Pope, and Count Apponyi; describes the general principles and his own technique. There are 32 photographs of method, 4 full color plates and many other illustrations. The interest in this book is enormous. Price $4.50 only. Ready February.

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By H. K. Morse. Brings to life again the pomps and vanities of Elizabethan times, the rich pageantry, colorful costumes and the gay and extravagant humor. The Studio Special Spring Number—wholly desirable not only to every costume designer, student, fashionist, but to every intelligent person. Price $3.50 in paper; $4.50 in cloth. Ready May.

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THE STUDIO

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Fiction

THE YOUNG MANHOOD OF STUDS LONIGAN. By **James T. Farrell,** *author of "Young Lonigan" and "Gas-House McGinty."*

A great American novel. Richer, more deeply etched and better integrated than Mr. Farrell's previous works. *January 30.* $2.50

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A clean, bracing story of love and marriage. *February 21.* $2.00

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A stark and moving autobiographical novel from the Antipodes. *March 15.* $2.00

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An enticing mystery by an author rated Grade A by Will Cuppy. *January 30.* $2.00

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Suave and sophisticated satire. *February 8.* $2.00

NINA. By **Alfred Bourne.**

Nina was nobody's good thing but her own. *April 26.* $2.00

The Vanguard Press

100 Fifth Avenue **New York City**

A check-list only—details in other issues of Publishers' Weekly

TITLE	AUTHOR	PUB. DATE	PRICE	REMARKS
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THEY ALL SANG	*Edward B. Marks*	Feb. 7th	$3.50	The story of popular music in America during the past half century.
SAMUEL JOHNSON	*Hugh Kingsmill*	Feb. 19th	$2.75	Johnson rehumanized in an intimate biography.
DURANTY REPORTS RUSSIA	*Walter Duranty*	Feb. 19th	$2.75	A record of a great feat of modern journalism and an eye-witness history of Soviet Russia since 1921.
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I WENT TO PIT COLLEGE	*Lauren Gilfillan*	Mar. 1st	$2.50	The actual story of a college girl who went to live in a mining town.
SWEDEN	*Agnes Rothery*	Mar. 5th	$3.00	Sweden in all its aspects—for student, tourist, and arm-chair traveler.
WHILE ROME BURNS	*Alexander Woollcott*	Mar. 5th	$2.75	The favorite raconteur of our time at last produces a book for the delight of his far-flung audience.
GILGAMESH	*William Ellery Leonard*	Mar. 19th	$2.00	One of the world's oldest epics, a stirring tale of legendary prowess, newly translated into English verse.
THE OPPERMANNS	*Lion Feuchtwanger*	Mar. 19th	$2.50	A modern novel of a German-Jewish family—the first major work from a German exile.
LAST ESSAYS	*Thorstein Veblen*	Apr. 2nd	$3.00	Posthumous papers by the man now known as our most original economist.
KALEIDOSCOPE	*Stefan Zweig*	Apr. 2nd	$3.00	An omnibus of the best new fiction by the author of "Marie Antoinette."
LIONS WILD AND FRIENDLY	*Eric F. V. Wells*	Apr. 2nd	$2.50	Presenting the King of Beasts as companion and friend, in a first-hand account and in pictures.
DUEL	*Ronald Fangen*	Apr. 23rd	$2.50	A fine modern novel from Norway—highly recommended by Sigrid Undset.
BEN JONSON	*John Palmer*	Apr. 23rd	$3.50	A study from life of a great man of the English Renaissance.

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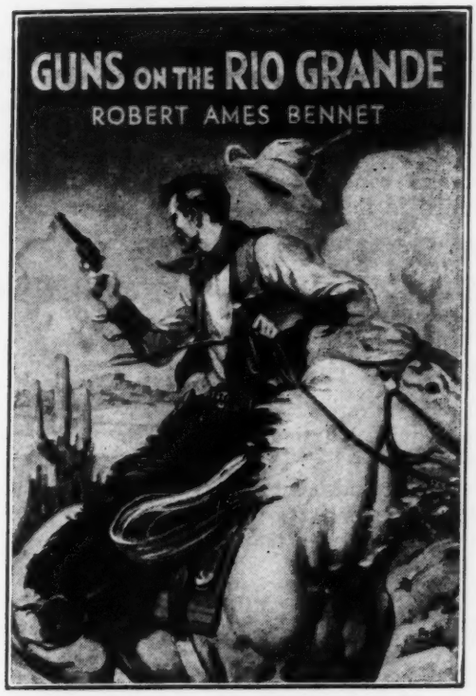


GUNS ON THE RIO GRANDE

by ROBERT AMES BENNET, author of *Feud of Cattle Kings, The Hunted Wolf,* and many others

Bob Bennet is a name that has come to mean one thing—a top notch Western story crammed with excitement and the authentic flavor of the great open spaces. For this author grew up in the West when it was wild and he draws heavily on his experiences while writing the books that have won him fame.

His latest, *Guns on the Rio Grande,* takes place down near the Pecos Mountains where cattle rustling across the Rio Grande caused many a bitter fight. Young Dave Telford, ex-Texas ranger, eventually outwits a crooked sheriff who was trying to doublecross Judge Keith and kidnap his daughter, but there are Mexican forays and tight jams before the final curtain.

You can honestly recommend this one to your Western readers and we have given it an action jacket in full colors that will help sales.

March 2nd $2.00

WILD RIDING RUNT

by FRANK C. ROBERTSON, author of *The Trouble Grabber, Freewater Range,* etc.

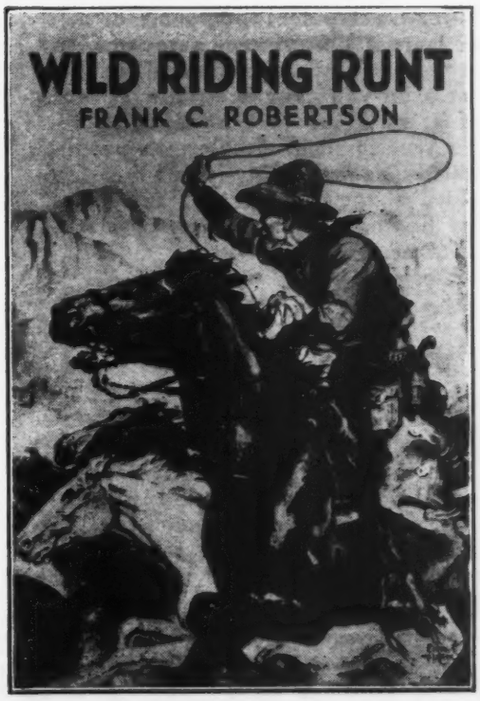
Frank Robertson is another label that stands for a natural in the Western field. And there's a reason for it—Robertson knows what he's talking about! At the age of thirteen he was a sheep herder in Idaho and for almost twenty years rode range and mixed with good and bad hombres.

The latest addition to his score of quick-action novels is *Wild Riding Runt,* a gripping story in which Cigaret Johnny, a reformed horse rustler, helps Detective Kate Bromley break up a gang of raiders who have been raising plenty of hell in the back country.

If your Western readers like horses and fast play, with a dash of sentiment thrown in, this is their book—and we predict it will bring first aid to many cash registers.

Full color jacket to make 'em take notice.

March 2nd $2.00



IVES WASHBURN, Inc., 411 East 57th Street, N. Y. In Canada, McLean & Smithers

SOLD UNDER THE VIKING PROTECTION PLAN - THE VIKING PRESS INC.

Consistent advertising will insure these books a place in the sun

February

A LIVING FROM THE LAND

by William B. Duryee

Secretary of Agriculture, State of New Jersey

An amazing amount of information is crammed into this little book designed for the novice who is thinking of leaving the city to make his living on the land. It is literally a handbook which answers hundreds of questions and gives specific advice on almost every problem which a tyro is likely to face. Illustrated. $1.50

MY RUSSIAN NEIGHBORS

by Alexander Wicksteed

A really friendly book about the Russian people: what they are like, how they live, talk, eat, drink and play. Written by an Englishman who has spent the last ten years in Moscow and knows and likes the people he writes about. $1.75

February 25

NAZI MEANS WAR

by Leland Stowe

Does the Hitler Government spell peace or war for Europe? Here is a convincing array of facts based upon personal investigation and tending to show that Nazi Germany is building a war machine of tremendous proportions and reawakening a war spirit in the German people. The author is Paris representative of the New York Herald Tribune, a former Pulitzer prize winner. His findings make a book of sensational importance. $1.50

JAMES SILK BUCKINGHAM

a biography by Ralph E. Turner

One of the great unknowns of the nineteenth century is resurrected in this book. Adventurer, traveller, social reformer who made his belligerent presence felt in three continents. His life is at once a personal narrative of extraordinary interest and an important chapter in the social history of our times. Illustrated. $5.00

March

THE RACIAL MYTH

by Paul Radin

The myth of racial superiority has persisted throughout the ages. How did it arise? What elements of truth does it possess? Professor Radin effectively answers both of these questions in this provocative book which demonstrates conclusively that all races have combined in the building of modern culture. $1.50

A PANORAMA OF CONTEMPORARY GERMAN LITERATURE

by Felix Bertaux

A sympathetic study of modern German Literature with particular emphasis upon contemporary writers. The translator, John J. Trounstine, has added bibliographies of the work of all living writers mentioned in the book with a list of English translations. $2.50

April

REBEL DESTINY

by Melville J. and Francis Herskovitz

In the heart of the Dutch Guiana Bush the descendants of a band of runaway slaves have built an African civilization of a unique character. Two white people who came to know the Bushmen well, give a fascinating picture of these Bushmen and of their own adventures among them. Illustrated. $3.00

KEEPING YOUNG IN BUSINESS

by E. B. Weiss and Louis L. Snyder

A book about the most important personal problem in business. Probable price $2.00

Now Ready

ECONOMICS OF THE RECOVERY PROGRAM

This candid and vigorous criticism of the New Deal, by seven Harvard Economists, is the first non-partisan analysis of the Administration's Recovery Program. Now in its second printing. $1.50

WHITTLESEY HOUSE 330 W. 42nd St. New York

A long life and a healthy one

LIFE BEGINS AT FORTY

by Walter B. Pitkin

What more need we say about this perennially appealing book which seems destined to stay on the best-selling lists as long as men and women worry about the fortieth year? Passing the 100,000 mark at the turn of the year, it has kept on rolling up sales, selling more than 5,000 copies in the first half of January.

A new advertising campaign in magazines and newspapers, beginning February 1st and continuing all spring, will build it up to 150,000 this season. Get your share of this business by displaying

LIFE BEGINS AT FORTY

and speaking of advertising—

We shall continue to give steady support to these six books which should be in every bookseller's stock: THE ART OF ENJOYING MUSIC by Sigmund Spaeth, TIME TO LIVE by Gove Hambidge, A PRIMER OF MONEY by Donald B. Woodward and Marc A. Rose, INFLATION by Woodward and Rose, JUNGLE MEMORIES by H. H. Rusby and THE ECONOMICS OF THE RECOVERY PROGRAM by seven Harvard economists.

We have just concluded arrangements with the University of Chicago Press whereby we are privileged to announce for mid-spring publication, a book of marked scientific importance, and of a popular appeal to compare with *Life Begins at Forty*.

EDUCATING YOUR NERVES

A practical manual of relaxation

by Edward Jacobson, M.D.

In 1929 the University of Chicago Press issued Dr. Jacobson's *Progressive Relaxation*, a book addressed primarily to physicians, setting forth the technique of relaxation originated by him as the result of many years of research. In spite of its technical character the book has enjoyed a steady sale among laymen, and has been prescribed to patients by many physicians.

Now Dr. Jacobson has written a popular account of this technique which any layman can read with ease and understanding. He tells what nerve and muscle relaxation can contribute toward better and more pleasant living—and exactly how to go about it.

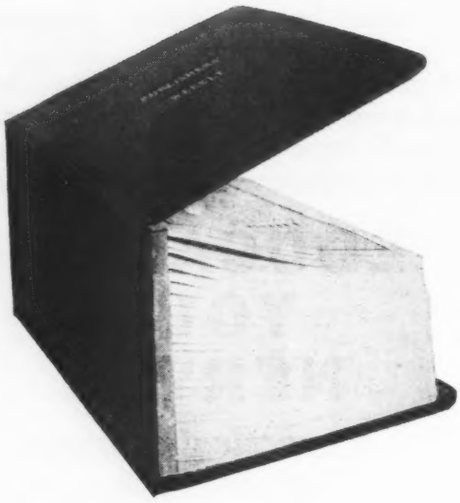
Everybody has "nerves"; Everybody worries; Everybody is conscious of the strains imposed by modern living. Here is a book for that Everybody—an authoritative book, written by a distinguished scientist, Assistant Professor of Physiology at the University of Chicago, and the pioneer in his own special field.

There is a big market for this book. We shall advertise it widely, steadily, and for a long time to come.

And the price will be $1.50

WHITTLESEY HOUSE 330 W. 42nd St. New York

Good material - worth saving



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A timely and understandable book on money by "The Money Doctor of the World." It describes our present monetary problems, explains the fundamental economic principles underlying them, and presents a clear analysis of the plans for immediate stabilization. Written for the general reader as well as the trained economist..$1.50

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The duties of an executive are increasingly demanding more exact knowledge of the manifold subjects that may arise in the day's work. This book contains 26 chapters devoted primarily to ready reference material, together with a dictionary covering more than 100,000 words and such sections as Foreign Words and Phrases, Names of Persons and Places, a Gazetteer of the World, and an Atlas of the World. Publication date, February 21.....$6.00

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A simplified guide that will start the beginner playing scientific checkers. Instruction in the various phases of the game is given in clear and orderly sequence. It is written by the champion who has won more state titles, who has played more, and won more, professional matches than any other living player.....$1.00

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Each book is illustrated in five colors—with an illustration on every page—in the well-known PETERSHAM *style.*

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Written and Illustrated by ARMSTRONG SPERRY

Here is another book of the same format as the popular ONE DAY WITH MANU. The illustrations are in seven colors and are even more vivid than those in Mr. Sperry's first book. For children 4 to 8 years. Publication date, May 1.....$2.00

THE JOHN C. WINSTON COMPANY - - Philadelphia, Pa.

YALE

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By LIONEL D. EDIE

An economist with an international reputation discusses the basis for fears of uncontrolled inflation and attempts a realistic appraisal of the present situation. A volume which should be of vital interest to those who wish to preserve their capital during a period of great uncertainty.

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Suffering

By ALPHONSE DAUDET

Translated by Milton Garver

An astonishing document written by Daudet during the last years of his life when he was suffering from locomotor ataxia. This enormously moving story, told in staccato notes, is in every sense of the word a *human* document. It is clear, unsentimental, profound—terrible, but also beautiful.

(February) $2.00

Bertrand Of Brittany

By ROGER VERCEL

Translated by Marion Saunders

A brilliant and dramatic biography of Bertrand Du Guesclin, the Breton Knight who was the last to uphold the chivalric traditions, and who is considered by many to be the dominant figure of fourteenth century France.

Illustrated *(March)* $2.50

Sense And Poetry

By JOHN SPARROW

A sparkling analysis of modern poetry. There have been many books on this subject but we know of none with the clarity, the precise thinking, and the revealing qualities of this little volume.

(March) $2.00

Don't forget

Boris Godunof By STEPHEN GRAHAM $2.50

Ivan The Terrible By STEPHEN GRAHAM $3.00

In The Green Mountain Country

By CLARENCE DAY

An essay which describes with forceful simplicity the setting and circumstances of Calvin Coolidge's death.

Fifty cents a copy

These books will be advertised in the March issue of *The Atlantic Monthly.*

Yale University Press **New Haven, Connecticut**

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JANUARY 27, 1934

Defense of Advertising

Advertising Men, Publishers and Agents Answer Anonymous Author of "An Advertising Catechism"

IN THE JANUARY 13 issue of the *Publishers' Weekly* we published "An Advertising Catechism" written by one of the shrewdest and most experienced of the publishers' advertising managers, who has written anonymously because he expressed his own views rather than those of his house. The name of the author is a secret not too jealously guarded. In this issue we publish eleven replies which have come in to us since the article appeared, two from newspapers, three from advertising agencies, four from publishers, one from a trade paper, and one from a literary agent. We are still hoping that some booksellers will tell us their point of view in the discussion.

We think these answers cover some good points and we hope that Mr. Anonymous will write again. One of the most interesting things about the discussion is the contrary points of view that the answers take. "Mr. Anonymous shoots like a soldier. He is no raw recruit in the advertising trenches." On the other hand "I should certainly have thought he didn't know what he was talking about or was speaking for effect. As it is, his misuse of figures is so weird as to be amazing."

I

CHESTER L. ESKEY

Book Advertising, New York World-Telegram

CERTAINLY THIS ADVERTISING CATECHISM which you bring to our attention is interesting. Mr. Anonymous shoots like a soldier. We congratulate him. He is no raw recruit in the advertising trenches. And while in general he directs his fire with much accuracy, on at least one or two occasions it seems to us he has missed the bull's eye. It is with no thought of correcting his aim but rather with the purpose of digging out after his disturbing fire that we offer a few suggestions.

What's wrong with book advertising? Mr. A. summarizes his argument under nine headings. It is with the first three that we find ourselves not in complete accord. The material in the last six points of his summary is either technical to the business of publishing and so outside our province, or it offers counsel which we should like to have given ourselves.

To begin then at the beginning: What is wrong with book advertising? May we state plainly at the outset that publishers do use newspaper advertising profitably, and that there appears to be a close relation between the success of a publisher and the size of his newspaper advertising budget. The fact that publishers generally do advertise successfully in newspapers is attested by the continued growth from year to year in the volume of their daily advertising.

Further we believe that when a publisher fails to get results from the right kind of newspaper advertising the fault lies with the book and not with the newspaper.

We cannot pass over Mr. A's contention that the newspaper is a wasteful medium for publishers as contrasted with the manufacturers of toothpaste without pointing out a certain distortion in the picture he paints. When he speaks of the advertising potential for toothpaste he pictures the green of distant pastures. There is not space here to discuss the troubles of the manufacturer who, launching a new toothpaste, discovers that every man has some and worse, that he has a deep-seated liking for it. But, if a man has books, he naturally wants more books. It has been our lot to assist in the marketing of toothpaste as well as books and we should like respectfully to suggest that it is yet to be proved that newspaper advertising is not equally necessary and profitable to both.

Let us admit quite frankly that only books which have a fairly general appeal can be profitably advertised in newspapers. That point is well taken. At the same time we think the failure to support a potential best-seller by an adequate newspaper campaign is a much more disastrous mistake than to advertise too generously a book that for reasons difficult to determine the public somehow rejects.

How then is a publisher to know what books to advertise? He cannot know absolutely. This is one of the "imponderables" of the publishing business, but failure to solve this problem cannot be charged, of course, against the power of newspaper advertising to sell books.

Mr. A's contention that there are no repeat sales for books has in it an element of truth but does not entirely dispose of the issue. If we like "The Good Earth" we shall probably return for "Sons" and you may expect us back for "The Mother" and, also, for any other members of the family providing the author treats them as appealingly as she did "The Good Earth." In other words the repeat sale is in the author rather than the book, which makes the publisher's sale problem in this instance a pleasant one.

We think Mr. A scores a bull's eye when he states that no literary agent would give his manuscript to a publisher who did not advertise.

Especially are we in agreement with the point that the wise publisher will probably concentrate in New York City and will select only those media where people are known to look for book information and book advertising. Experiments with newspapers whose circulations are not book conscious has in general proved wasteful. In contrast to the melancholy story of the two campaigns quoted in the Catechism we should like to offer as one instance the happy record of Farrar & Rinehart in an exclusive campaign in the *World-Telegram* where book-minded persons look for the news and reviews of books.

Dear Eskey:

I know you will be glad to hear of the very gratifying results we obtained from the campaign on "The Cautious Amorist" in the *World-Telegram*. These were the first advertisements to appear on the book, and we ran them in the *World-Telegram* exclusively during the second week after publication. As nearly as we can pin down the figures we sold some 2500 books as a direct result of this advertising. The New York reaction was immediate and wide-spread, and we are most grateful to you for your thorough cooperation.

Ogden Nash

The final sale on this book was better than 10,000 copies.

May we comment on but one point more. Mr. A states that it is better to have 100,000 people see your ad three times than to have 300,000 people see it once. We might be persuaded of this economy if one could buy 100,000 circulation for one third the cost of 300,000 circulation. But in no newspapers that we can think of is the publisher able to do this. For his 100,000 circulation he will have to pay let us say 40c per line. For his 300,000 circulation he will have to pay let us say 50c per line. We believe that a slight reduction in the size of the copy and the placing of that copy three times before the 300,000 circulation is the proper procedure. If we assume each 100,000 circulation affords the publisher the same number of customers for his book it seems to us that the purchase of the larger circulation is always the more economical buy. It is, of course, the first 100,000 copies of any newspaper that are the most costly. And that is why newspapers of large circulations always have the advertising advantage over newspapers with circulations too small to be adequate to cover the potential buying power of a given market.

In conclusion we submit that since it is a necessity for publishers to address the gen-

eral public, the modern newspaper, with its large circulation, affords the most economical as well as the most efficient means yet invented or discovered for capturing the elusive book reader. If a publisher does not address himself to all, he does to many, and over any individual product he has an advertising advantage in the fact that if his fiction fails, his biography may be good, his war book better, or his cook book a best seller.

II

WALLIS E. HOWE, JR.

New York Evening Post

"ADVERTISING CATECHISM" the anonymous contributor calls his excellent inquiry into book advertising theory and practice. He makes clear its problems, and serves ample rebuke to those layman-experts who still contend that since books and rubber heels are both merchandise they can be sold by the same methods. But it strikes me he is yielding too easily to that slavish dogma that "advertising doesn't, can't, sell books."

Catechism? Isn't it more a General Confession? Or a Litany?

Rudely put, if advertising can't sell books, books shouldn't be advertised. For advertising is an integral part of selling, and has no other proper function. How much does it impress an author that his publisher stands well up in the comparative linage listings if it isn't selling *his* book? He can't take comparative linage listings to the bank, nor can his literary agent.

Could you convince Pearl Buck, Trader Horn, Charles Morgan, Gladys Hasty Carroll, Dr. Munthe, Hervey Allen (to mention but a few) that advertising doesn't sell books? Theirs were good books, to be sure, but so were thousands of others that died early because of insufficient or ill-planned advertising and merchandising. We are too prone in this hazardous business to lay merited success to luck, and when a poor publishing job is done to say "the breaks were against us."

To say good advertising of a good book will always be successful is trite, but it seems to me an inescapable truth when advertising is properly correlated to the rest of the selling job. Advertising isn't all copy or media selection, important as they are. It is part of a more important whole, Merchandising, getting the book to the dealer and through him to the reader. How many of us do not know instances where the advertising department has worked at cross-purposes with the sales department, or at best independently of it. Advertising usually doesn't sell books under those circumstances; it's hard to see how it could. But that's no reason why advertising as an institution should be damned.

It has been my experience that well-merchandised advertising, advertising that is part of an intelligent selling plan, almost invariably sells books. And that booksellers are willing, nay sometimes pathetically eager, to co-operate with any merchandising the publishers bestir themselves to doing. It is an indictment of publishing practice, not of advertising, that such merchandising plans are so infrequent.

Book business has been off sharply the past few years, although by every index book reading has been up. The publishers who have prospered have been those who have edited their lists carefully, supported each book with well-ordered merchandising; they have not cut down on their advertising but have improved it. I suspect in the future more publishers will adopt, will have to, the slogan Alfred McIntyre coined for Little, Brown: "Fewer Books, Better Books, More Advertising."

It is a good thing for the book business that you have published this Advertising Catechism article. It should draw rapid fire from the many in the business who are dissatisfied with current advertising practice and eager to make it more effective. I would like to hear about advertising concentration in New York City from some of the out-of-town booksellers, and from the publishers' travelers who try to sell them books without benefit of local advertising.

But above all I hope there will be full discussion of the point made in the next to the last paragraph of the catechism's summary—"Put your advertising where it will be seen by authors and agents. If it sells books, it's so much velvet." Let the authors and agents be the velvet; they know when books sell, who publishes them.

III

FRANKLIN SPIER

of Franklin Spier and Aaron Sussman, Inc.

If the *Publishers' Weekly* did not assure us editorially that the anonymous author of the article "is one of the best known and shrewdest publishers' advertising men in the business," I should certainly have thought he didn't know what he was talking about or was speaking for effect. As it is, his misuse of figures is so weird as to be amazing.

He says that if a publisher "pays $100 in the *Times* to advertise a book of which he hopes to sell 3000 copies," and 1000 of these expected purchasers are *Times* readers, and he sells one percent of his potential market, "he is paying $100 . . . to sell ten copies at . . . a selling cost of 333 percent." Now obviously his 3000 expected purchasers are not his potential market at all; they are his *actual* market as far as his calculations are concerned. If he sells one out of a hundred potential customers, he must assume that there is a potential market of interested people, who may or may not buy, of 300,000 of which 100,000 are *Times* readers. With a *Times* circulation of over 700,000, it is not extravagant to assume that one out of seven, or 100,000 might be interested in his book if it was worth anything. I do not say he could sell one percent, or one-tenth of one percent, or any given amount of them by spending $100, but the point is that he is not "paying $100 to reach 1000 potential customers."

2. The author of the article says in effect, in paragraphs 1, 2 and 4 that advertising doesn't sell books, but in paragraphs (or sections) 8, 9, 10, 11 and 14 he contradicts himself by pointing out ways in which advertising frequently does sell books.

3. The theory that publishers advertise to impress authors and booksellers, but not to sell books, is a hoary fallacy which persists, I am convinced, only because it is a convenient excuse for the perfunctory type of advertising which quite obviously wastes money. Frank Swinnerton wrote a pamphlet, "Authors and Advertising," on this subject some years ago which was eagerly quoted here as well as abroad because it seemed to excuse the all too apparent lack in publishers' advertising. But the whole theory rests on a false foundation.

One of the reasons why publishers' advertising is not more effective is that the publishers themselves don't expect it to be. They just go through the motions. There is neither spirit, enthusiasm, intelligence nor, often, even just plain technical competence behind it.

But many publishers have found that advertising pays. I do not mean that you can take any book, no matter how bad and make it sell simply by spending money on it. But given some editorial *raison d'être* and reasonable trade backing it is quite possible to find a market, through advertising, for a book and certainly to build up its sale rapidly once it has caught on. This has been proved so regularly, month after month, year after year, with such books as "The Cautious Amorist," "The Scottish Queen," "Anthony Adverse," "The Werewolf of Paris" and "An American Procession," that I have never understood how publishers who continue to say, "but advertising doesn't sell books" have avoided finding it out.

IV

WILLIAM H. WELLS

Denhard, Pfeiffer & Wells, Inc.

If the chief purpose of book advertising is to run up impressive lineage total, then a number of advertising men I know of, including the author of the "Catechism," have been spending a lot of time making good advertisements when they might better have been out enjoying life. But it is obvious that a man who exhorts publishers to plan

their advertising so as to "make a dent" on the reading public, believes a dent can be made. And when he says people "have to be sold" he is talking about advertising as a means of "selling" them. And when he concludes with "the rule that book advertising doesn't pay" he has already set down an excellent set of rules for making it pay.

The fact is, of course, that wisely planned and well executed advertising has helped to sell book after book. If it had not, agents wouldn't care about it, authors wouldn't want it, publishers wouldn't do it, and the writer of "Catechism" wouldn't worry about it. Plenty of money has been wasted in book advertising through spending it unwisely. But the publishers who waste the least are those who look upon advertising as a means of *selling books*—and do it accordingly.

V

A. MILTON RUNYON

Schwab and Beatty, Inc.

THANK YOU for letting me see proofs of the article "An Advertising Catechism."

We were particularly interested in the statement concerning the mail-order advertising of a war book in *American Legion Monthly* with 5 orders from one ad and none from another. We advertised another war book in the same publication and pulled orders for 600 copies of an expensive book from one insertion.

The principals of this agency have consistently refused to write articles on coupon advertising or book advertising, because there are so few universal rules which can be laid down. My feeling about this particular article is that it is quite a bit too dogmatic, even with its closing "exception."

VI

RICHARD L. SIMON

Simon & Schuster

I WAS VERY INTERESTED in your famous book advertising article. A lot of what he says is true, but it seems to me he missed two extremely vital slants on book advertising:

(1) Book advertising cannot be regarded as an abstraction. It is part of the whole picture, and in our minds an integral part of the whole publishing procedure of a manuscript. It must be tied in with the editorial content, with the merchandising and the manufacturing of the book.

(2) A great mistake which we publishers make is when we say, "Gee, we've got to advertise this book." If the book is advertiseable, and if good copy and layout can be written for it, if the advertising is news and tells something interesting about the book, then the advertising is apt to pay. But merely to enclose in four square inches the name of a book and the author and the reviews, or some stereotyped stuff, rarely does the business.

Six or seven years ago Pete Howe of the *Atlantic Monthly* asked me to write a paper on our own advertising procedure. With very few exceptions our advertising credo outlined in this paper still holds for us.

"It seemed reasonable to advertise the successful War Book in the *American Legion Monthly*, with a direct mail appeal and a coupon. If only one percent of the readers bought it eight thousand copies would be sold at the cost of only $1200.00 for a full page. The advertising expert said not more than five orders would come in. Actually just three persons ordered it, of whom one returned the book and one never paid for it."

Since readers of the *Publishers' Weekly* might possibly believe that the War Book mentioned refers to "The First World War," I write this note to clarify a point. "The First World War" is definitely not the book. This book has been advertised in full pages in the *American Legion Monthly* with coupons and the advertising has been extremely effective. Far from three to five orders coming in, each advertisement has brought in several hundred times that number of orders.

I should like very much to know the name of the book so unsuccessfully advertised. It probably was either a poor book or a poor ad. Certainly the medium is excellent.

VII

GEORGE W. JOEL

Covici, Friede, Inc.

SOME PERVERTED philanthropist who delights in the squirmings of his fellowmen should undertake the task of forcing every author in America to memorize the article on advertising which appeared in your Janu-

ary 13th issue. In addition every publisher should attach the entire piece to every contract he signs with an author. I am sure all the publishers will agree with the sentiments expressed therein, but I sadly fear that the only authors who will concur are those whose books have been successful. After all if an author were not able to blame his publisher for the failure of his book, he would then have to blame himself. Perish that thought.

VIII

JOHN FARRAR

Farrar & Rinehart

I READ "An Advertising Catechism" with great interest. Naturally anyone close to book advertising disagrees with it at many points, but my chief disagreement is that what I might quarrel with today, I might agree with a week from now. In other words, I think it impossible to rationalize about book advertising.

It is my belief that there are no rules, that there is even no firm choice of medium. From my observation, an advertising medium which is good today may for some incalculable reason prove ineffective tomorrow. I think the only way to sell a book is to create talk about it. Sometimes a book creates talk for itself, sometimes trade promotion does it, or publicity, or advertising, and sometimes a happy accident turns the trick—but, here I am rationalizing! Your anonymous author does it, when he says that each book is "a separate enterprise."

IX

ALEXANDER VAN RENSSELAER

D. Appleton-Century Co.

THE ANONYMOUS ARTICLE on book advertising in last week's *P. W.*, weak though it is in several respects, is quite the most interesting thing I have yet read on the subject.

Its chief weakness is in its point of view, from which book advertising is seen as a thing of itself, independent of the other factors in a publishing enterprise. This is the common error of most publishers. Book advertising is too rarely considered in its correct perspective.

Book advertising should be dependent on general book promotion, which in turn is dependent on book manufacturing and, above all, book selection. And the crux of the whole matter is the selection of books. So long as publishers feel obligated to compete with each other for already established "names," and so long as they continue to demonstrate their rights to publish anything and everything they have a fancy to publish, just so long will their promotional and advertising departments flounder about on a sea of futility in a fog of uncertainty.

But that is a suggestion for another article. To get back to Mr. Anonymous's talk on advertising, it has more weaknesses than just its point of view.

For instance, it says of "waste circulation" that only a fraction of the readers of newspapers and magazines are potential customers for most of the books advertised in these mediums, "as shown by the fact that the average book sells less than 2000 copies." Here is what seems to be a serious error. Does Mr. Anonymous claim that the average sale of all the books advertised, say in the New York *Times*, is 2000 copies, or does he speak of the average sale of all books published? If he means the first, I question the accuracy of his figure. If he means the second, it is no argument, because only a small percentage of all the books published are advertised in the N. Y. *Times*. In any event, the average sale of books has no bearing on the number of *potential* book buyers reached by any given medium.

Can it not be said that everyone who reads sufficiently well and who is sufficiently interested in current events to peruse daily the New York *Times* or the Boston *Transcript* or the Chicago *News* or any other newspaper is a potential book reader and therefore directly or indirectly a potential book buyer? I say indirectly because many a book has been bought by libraries and individuals on the advice of one who has wanted to read it but couldn't afford to buy it.

Of course there is some waste of circulation due to readers who pass over the sections where book advertising appears. But this waste is probably no greater in the case of book advertising than in the cases of other kinds of advertising.

As a matter of fact there should be a greater potential market among newspaper readers for books than let us say for West Indies cruises, theatrical performances, jewelry, and many other items which are regularly advertised with success.

Mr. Anonymous says of "repeat sales," "If a man buys a certain toothpaste and likes it he keeps on using it, but a man does not keep on buying the same book." I disagree. If a man, or better yet a woman, buys a book and likes it, he may not only buy several more copies for gifts but certainly will talk enough about the book to be the direct cause of many sales, whereas if he buys a tube of toothpaste and likes it I doubt whether he will have the same urge to tell the world.

The advice to concentrate advertising expenditures on a few books which *might become* best sellers is certainly no new idea. It has been Rule I in every publishing house I have worked in during the past fourteen years. It has become a sacred tradition. And it is basically wrong.

In the first place, there are few, if any, publishers today who can say with any degree of certainty about a particular manuscript, "This book may become a best seller." It is all right to "shoot the works" on a book that *is* a best seller, but I have seen fat sums lost on concentrating advertising on books that might have been best sellers.

Every trade book published is entitled to some advertising. If it is not entitled to advertising it does not deserve to be published. I have never been able to understand why so many publishers invest their money in books which they have no intention of pushing or advertising and in which they have practically no faith. Yet every season such books are published and booksellers are begged on one pretense or another to stock them. Such a practice is neither fair to the bookseller, nor to the authors, nor even to the publishers themselves.

Fundamentally, what is wrong with publishers' advertising is the fault of the whole publishing procedure. A new deal is needed in publishing. Publishers should specialize more. They should cultivate selected markets, build up the machinery to work these markets effectively, publish only those books which these particular markets demand, and promote and advertise according to the interests, needs, and conditions of these markets.

It is absurd for a publisher to include in his list this year one travel book and then not publish another travel book for two or three years. If he is going to publish travel books he should study the market, build up his machinery to cultivate that market, and then publish travel books frequently enough to keep his machinery in working order and at the top of its efficiency.

Until publishers make up their minds definitely what they intend doing and then fit their organizations to that scheme, publishers' advertising will continue to be a hit-or-miss activity based largely on hunches, superstitions, and old wives' tales.

X

C. B. LARRABEE

Managing Editor, Printers' Ink Publications

THANK YOU very much for sending us the reprint which we have read with interest.

I have no comment to make because long ago I threw up my hands and vowed that I would never make any didactic statements about book advertising.

Selling books seems to be one business that really *is* different.

XI

A. L. FIERST

International Publishing Service Co.

WE ARE TAKING YOU at your word and sending this letter in regard to your note on page 130 of the issue of January 13th.

Our experience as agents makes us disagree with the author's remarks concerning agents. Agents find it advisable at times to place a new author with a small firm which does not advertise very much, but does get behind every book on its small list, and pushes individual items better than large publishers are inclined to do. A large publisher with a large list on which there are bound to be a few good sellers, can afford to ignore the books which do not do so well, whereas the smaller publishers are always anxious to push every item on their lists.

In the selection of publishers for authors, also, agents are not necessarily guided by the amount of advertising a publisher spends money on. It is, we feel, a better policy to be guided by a publisher's particular markets and requirements, and it is not so much the mere matter of placing the book at all, as of placing with a publisher who is likely to do most for a particular kind of volume. Two separate publishers, each of them likely to take the same book, are quite likely to give it different types of promotion, and it is not the large publisher who always does the best thing for the author in this respect.

Promoting Spring Books

A Survey of the Promotion Plans of a Number of Publishers for the Spring Season

For the benefit of booksellers who are anxious to make the most effective selling campaigns possible with the new books of the spring season the *Publishers' Weekly* has compiled a synopsis of the promotion plans of a number of publishing houses. While promotion plans are in general tentative and dependent to a certain extent on the initial success of the individual book, most publishers have already prepared adequate campaigns for their leading books. A brief outline of the dealer helps available and of the advertising which will be done is contained on the following pages. Publishers report increased orders from booksellers, and booksellers, in turn, are reporting more business from their customers. Effective display and promotion may, at least, help to conserve the gains already made.

D. Appleton-Century Co.

The big book on the Appleton-Century spring list, E. L. Smith tells us, is "The World is Yours" a story of the Yukon by G. B. Lancaster, author of "Pageant." For this book there will be thorough-going newspaper advertising in New York (both daily and Sunday) Chicago, Boston, Philadelphia, Los Angeles, San Francisco and other cities, as well as space in the *Saturday Review of Literature*, the *Atlantic Monthly* and *Scribner's Magazine*. For bookstore promotion there will be a three-color poster, (14 x 16½) reproducing the jacket, and small cut-out figures of the characters in the book mounted on easels for window and counter display.

"Secret Service Operator 13" by the late Robert W. Chambers will be advertised extensively as the finest of the author's historical novels in the New York *Times* and *Herald-Tribune*, both daily and Sunday, as well as in Chicago, Philadelphia and Boston newspapers. The jacket is a reproduction in full colors of a painting by Norman Price.

"A Backward Glance" by Edith Wharton. These memoirs will be given continuing advertising in the New York *Times Book Review* and *Herald-Tribune Books* and in Chicago, Boston and Philadelphia papers, as well as the *Atlantic*, *Scribner's* and the *Saturday Review*. There will be a poster for display and imprint postcards.

"The Sentimental Years" by E. Douglas Branch will also be advertised in the *Times Book Review* and *Herald-Tribune Books*, and Boston, Chicago and Philadelphia papers. Poster and imprint postcards available.

A number of Appleton-Century books of fiction have special regional appeal: Special local promotion, in addition to metropolitan advertising will be given the following titles:

"Unconfessed" by Mary Hastings Bradley, a well-known resident of Chicago.

"Jeremy Hamlin" by Alice Brown, a New England novel, by a well-known New England writer.

"Scarlet Woman" by Octavus Roy Cohen, a story of the South. The author lives in Birmingham, Alabama.

"Excursion to Lilliput," by Lewis Gibbs, a story of school life for adults which will be given special promotion to teacher and parent audiences.

"Wing of Fame," by Louise Wallace Hackney, a fictionized biography of James Smithson, founder of the Smithsonian Institution, which will receive special promotion in Washington, D. C., and to scientists.

"Magic Valley" by Margaret Bell Houston, the daughter of Sam Houston, is laid in the Rio Grande valley of Texas.

"The Sporting Gesture" by Thomas L. Stix, an anthology of sport stories by famous writers will be promoted to the sports audience.

Coward-McCann

"Long Remember" by MacKinlay Kantor, is the most important book on the Coward-McCann list, Harriette Ashbrook tells us, and the bulk of the firm's advertising and promotion in February and March will be concentrated on this title. Special window displays featuring the Will Crawford endpapers and chapter headings are being offered booksellers along with three-color post-

ers and imprinted postcards. There will be extensive advertising in *Herald Tribune Books*, the *Times Book Review*, *Harper's* and the *Atlantic*.

"Just Plain Larnin'" by James M. Shields is being made the subject of a special mail order campaign conducted through the bookstores, with the cost underwritten by the publishers. The campaign is especially addressed to the school audience.

Persistent promotion will also be given "Heart Be Still" by Isabel Wilder and "It's a Small World: All About Midgets" by Walter Bodin and Burnet Herschey.

Covici-Friede

Covici-Friede's big spring advertising campaign, says George Joel, will revolve around George Cronyn's "The Fool of Venus." An initial appropriation of $2500 will be spent in the Sunday and Daily *Times* and *Herald Tribune* and the *World Telegram*. A booklet, consisting of a statement by the publishers, the story of how the author came to write the book, the amount of research that went into it, the source material, and an autobiographical sketch of the author will be sent to dealers and reviewers.

In addition $1000 will be spent in February in continuing the advertising for Gene Fowler's "Timber Line" and John Strachey's "The Coming Struggle for Power."

Thomas Y. Crowell Co.

Aided by the nationwide interest stirred up by the seventieth anniversary of Stephen Foster's death, Crowell's "Stephen Foster: America's Troubadour" by John Tasker Howard, has been attracting considerable attention in the bookstores. The publishers have prepared 50 window displays consisting of material collected by Josiah K. Lilly, head of the Foster museum in Indianapolis, mostly song-titles and reproductions of rare editions of Foster's songs. Local interest in the book centers in Pittsburgh, where Foster lived. Mr. Howard will make personal appearances at many bookstores in the East and Middle West.

Dodd, Mead & Co.

A concentrated campaign on Red Badge detective stories is one of Dodd, Mead's spring promotion plans, Ray Bond announces. This campaign will include display advertising, through national and local book media, carrying Red Badge titles and Red Badge colophon. There will be a new format for all books published under this

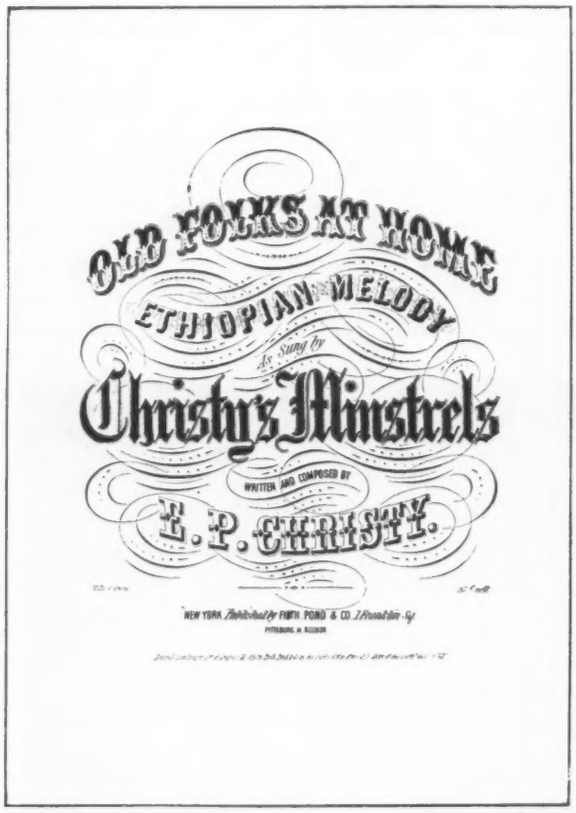
The window display for "Stephen Foster: America's Troubadour" (Crowell) at L. S. Ayres & Co. in Indianapolis last week, created a great deal of interest. Foster's little old organ, in the center, and other material was supplied by the Foster Hall Collection

label, and a special permanent electrical display for Red Badge titles will be furnished to booksellers. There will also be a publicity campaign on Red Badge authors, methods of selection of Red Badge books, etc.

For the two Bernard Shaw volumes which will be published this spring, special window displays will be furnished booksellers in advance of publication.

For "Murder in the Calais Coach" by Agatha Christie, there will be a large size poster with electric flash equipment. Extra copies and jackets will be available.

The second annual De La Mare window display contest will be held in March, with prizes given for the best window displays of De La Mare garden books. Special posters and other material will be available, and details of the contest will be announced.



One of a series of posters offered by Crowell for display with "Stephen Foster: America's Troubadour"

Doubleday, Doran & Co.

"Work of Art," Sinclair Lewis' latest novel, is to receive a $25,000 advertising campaign, the first guns of which have already been fired. In addition to consistent and heavy daily and Sunday newspaper advertising in New York papers through the spring, there will be ads in *Time*, the *Atlantic Monthly* and *Harper's*. Booksellers are already familiar with the mass of bookstore promotion material available for this book.

The following material is available on other Doubleday spring books:

"Time Out for Adventure" by Leonidas W. Ramsay—a streamer, 9" x 48" in two colors showing illustrations from the book, which is also available in six panels on heavy paper so that it will stand on the floor of the window.

"Falling Star" by Vicki Baum—a three-color, two plane poster 12" x 15", showing on one plane a movie screen, and on the other the die-cut heads of the audience.

"Three Men and Diana" by Kathleen Norris—a seven-color poster, 12" x 18".

"Warning to Wantons" by Mary Mitchell —two-color, 11" x 14" poster in type.

"Empire in the East" edited by Joseph Barnes—two-color, 11" x 14" type poster.

"The Queen and Mr. Gladstone" by Philip Guedalla—three-color, 19" x 24" poster reproducing two letters each of the Queen and Mr. Gladstone.

"Feather in Her Hat" by I. A. R. Wylie—Poster 11" x 14" made of the jacket mounted on a green and silver card.

"Cloud Howe" by Lewis Grassic Gibbon —Poster 11" x 14", jacket showing Scotch people, mounted on Scotch plaid board.

"Manhattan Love Song" by Kathleen Norris—four-color cut-out, 11" x 14" showing a dormer window, inside which stand an adoring couple.

"It Was a Battlefield" by Graham Greene —poster in two colors, 11" x 14".

"Folded Hills" by Stewart Edward White —two posters, 11" x 14" and 6" x 9" in three colors.

"Unfinished Cathedral" by T. S. Stribling —two posters, 12" x 19" and 11" x 14" in two colors carrying out motif of posters for "The Forge" and "The Store."

"James Shore's Daughter" by Stephen Vincent Benét—Distinguished three-color poster 11" x 14".

In addition there will be photo-offset blow-ups of good reviews, a limited number of special cut-out displays for shops which have the facilities for using them, and, of course, consistent newspaper advertising. Special mailing promotion material will be available for "James Shore's Daughter," "Empire in the East," and other spring books.

E. P. Dutton & Co.

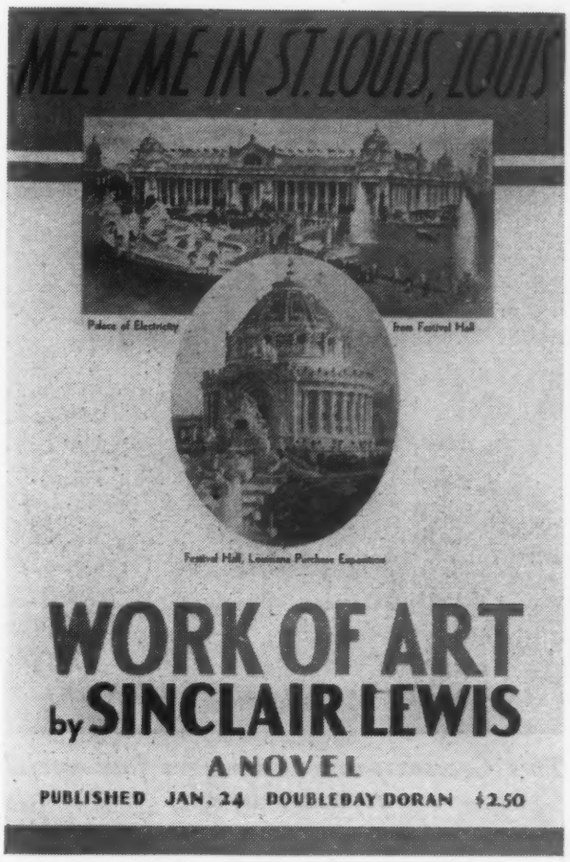
Extensive advertising campaigns, including such media as the New York *Times Book Review*, *Herald-Tribune Books*, the *Saturday Review of Literature*, daily New York papers and the important imprint catalogs will be given the following books: "Roman Roundabout" by Amelie Posse-Brazdova, "The Modern World: A Pageant of Today" by H. C. Knapp-Fisher, "More or Less About Myself" by Margot Asquith, "Twice Seven" by H. C. Bainbridge, "Fools Rush In" by Anne Green and "The Gay Family" by E. Boileau, which was published last September, but which has been reissued in a popular edition with a new jacket and which will be promoted just as if it were a new book. "The Story of the Sforzas" by Lacy Collison-Morley will also receive extensive advertising. All of these books will have elaborate window displays and circular material which will be furnished on request. Booksellers especially interested in having Dutton work out a window display of their own design are invited to write direct to John Macrae, Jr.

Less extensive advertising will be given "This Our Heritage" by Diana Patrick, "The Mystery of the Fiddling Cracksman" by Harry Stephen Keeler, "Three Essays on America" by Van Wyck Brooks, "The Conquest of Tibet" by Sven Hedin, "Hostile Valley" by Ben Ames Williams, "Tiger Island" by Gouverneur Morris, "Old Rowley: A Private Life of Charles II" by Dennis Wheatley, "Triumph" by Frederick Niven and a new popular edition at $2 of "Theatre Street."

Garden City Publishing Co.

Direct mail advertising copy will be carried on Star Dollar Books in the *Mid-Week Pictorial*, *Literary Digest*, *News Week*, *Time*, *Judge*, *Kiwanis*, *American Legion Monthly*, *Herald-Tribune Books*, *Times Book Review* magazines in the Dell screen group and several other smaller media.

There will be a new general poster in three pieces, advertising the whole Star list; a four-color poster 16" x 24", for "Once a Grand Duke," carrying a full-length picture of the Grand Duke Alexander, and a special Easter display poster for "Son of Man" by Emil Ludwig.



One of a series of special posters Doubleday has put out for "Work of Art"

A 1400-page, complete-in-one-volume O. Henry will be brought out in the spring to sell at $1.49. There will be only one edition of this book, and it is intended to bring the retailer extra volume of sales.

Grosset & Dunlap

A poster advertising the 15 "Tarzan" titles on the Grosset list will be available to take advantage of the release of the new Tarzan movie and the addition of "Tarzan Triumphant" to the reprints.

Grosset also offers a big display card showing the dollar editions of four big reference books, "Roget's Thesaurus," "Crabb's English Synonymes," "The Modern Word-Finder" and "Webster's Practical Dictionary."

Other posters include a huge reproduction of the jacket of "The Good Earth," three posters for the minute books and several photographic posters advertising romance and western titles.

The popularity of "The Thin Man" by Dashiell Hammett has so revived the interest

This Grosset poster dramatizes four useful reference books

in his three earlier books, "The Maltese Falcon," "The Glass Key" and "Red Harvest" that Grosset has prepared a band which goes around each of these books saying "The same man who wrote this book wrote 'The Thin Man' which Alexander Woollcott calls 'The best detective story yet written in America.'"

A brochure has been prepared for booksellers describing a direct selling campaign for "Roget's Thesaurus" in office buildings.

Harcourt, Brace & Co.

"The Making of Americans" by Gertrude Stein will be advertised in the Sunday *Times* and *Herald-Tribune* as well as the *Atlantic Monthly* and *Harper's*. There will be posters and imprint postcards. The opening of Gertrude Stein's opera in Hartford on February 8th, the publication date of the book, will create a good deal of publicity. The same advertising plans apply to J. E. Neale's "Queen Elizabeth." A sizable appropriation will be applied to Mildred Walker's "Fireweed." $4000 has been appropriated for initial advertising of Phil Stong's "Village Tale" which will be given a national campaign on Sunday supplements, literary magazines and daily papers in important cities. "The Nine Tailors" by Dorothy Sayers will have a $1500 appropriation.

Harper & Brothers

Tentative plans for Harper promotion have been given us by Samuel Rapport who announces that the already-published "Sea Level" will continue to be advertised locally and nationally. Two posters are available.

For "The Native's Return" by Louis Adamic an initial advertising budget of $1200 has been set up. Posters are available and special promotion efforts will be made to interest customers of travel agencies and travel book buyers.

Publicity to rabbis all over the country is being prepared for Ludwig Lewisohn's "An Altar in the Fields" which will be advertised in *Opinion* and *B'nai Brith*, as well as in the usual media.

"The United States in World Affairs" by William O. Scroggs and the Research Staff on the Council on Foreign Relations, edited by Walter Lippmann, will receive special publicity in all the papers which syndicate Lippmann's column. There will be imprinted circulars for the trade and advertising in book reviews and in magazines specializing in current events. Direct mail promotion will be made to lists of public officials and individuals interested in public affairs. There is also a poster.

One of Harper's non-fiction leaders will be "The American Diplomatic Game" by Drew Pearson, co-author of "Washington Merry-Go-Round." There will be extensive advertising in all the local and national media and a four-color poster, postcards and circulars will be available. Special promotion will be made in Washington, D. C.

"Rebel America" by Lillian Symes will receive advertising and publicity in the various radical magazines and among radical groups.

A steady daily newspaper campaign will be given Fannie Hurst's "Anitra's Dance" beginning with announcement in the *Times Book Review* and *Herald-Tribune Books*. Posters will be available.

Another fiction leader is "Here Today and Gone Tomorrow" by Louis Bromfield, which will have an effective four-color poster and special advertising in the dailies, book reviews and monthlies, featuring the author.

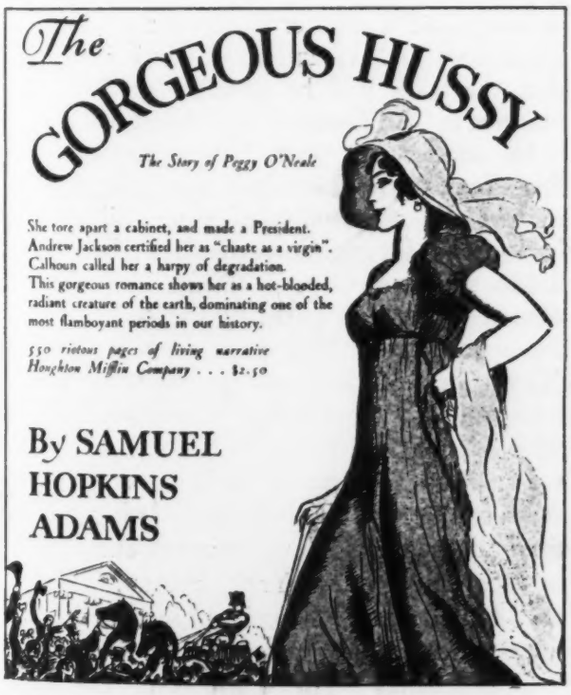
Promotion featuring the author's recent visit to America will be given "The Provincial Lady in America" by E. M. Delafield. Posters will be available.

Houghton Mifflin Co.

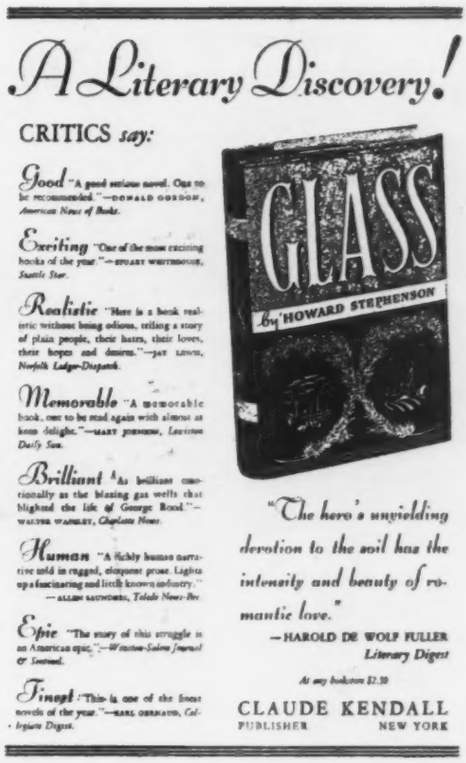
The spring leader will be "Private Worlds" by Phyllis Bottome, published in March or April. An appropriation of $5000 will be devoted to large announcement ads in the *Times* and *Herald-Tribune*, proportionately large ads in Chicago and Boston and a good deal of follow-up advertising. Two other novels to receive full-sized newspaper campaigns will be "The Gorgeous Hussy" by Samuel Hopkins Adams and "David and Destiny" by Ian Hay. There will be posters for all three of these books.

Special advertising will also be given to "So Stood I" by Jane Culver, "Woman of Spain" by Scott O'Dell and "The Portcullis Room" by Valentine Williams.

In non-fiction special advertising will be given "Soldiers, What Next!" by Katherine Mayo, which will have a striking poster, "Geoffrey Chaucer" by John Livingstone Lowes, "White Cayuca" by John Vanderveer Deuel, "A Biography of the Greek People," by Cecil Fairfield Lavell and "Warpath" by Stanley Vestal.



This is the type of advertising Houghton Mifflin will use for "The Gorgeous Hussy"



An announcement ad for a Claude Kendall spring novel

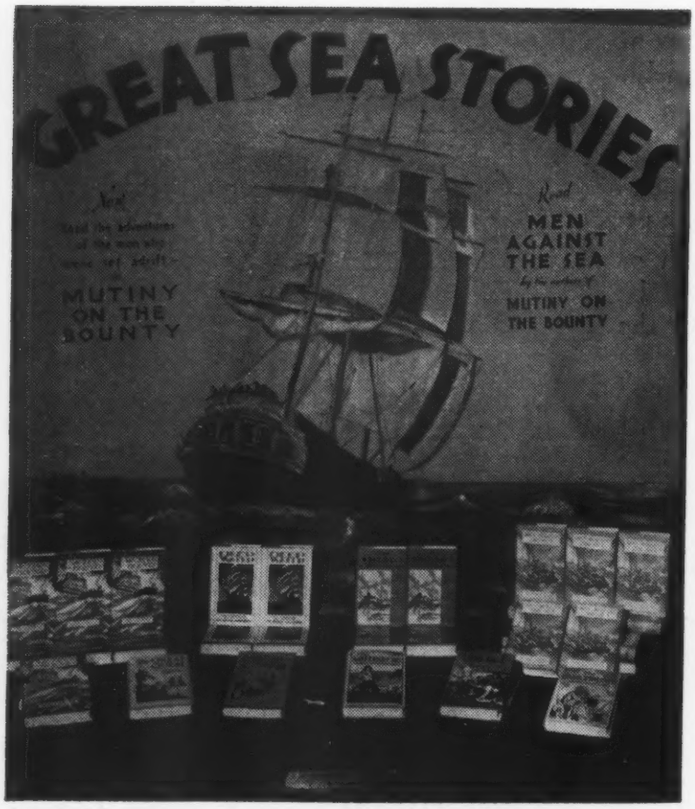
J. B. Lippincott Co.

Frank Frazier tells us of a new scheme for advertising light fiction and mysteries. These will be advertised in the *Herald-Tribune Books* and the *Times Book Review* only, but the campaigns will stretch over a period of from four to six weeks or more. Important fiction, including "Black River" by Carleton Beals, "The Evil Empress" by Grand Duke Alexander of Russia and "Two Loves I Have: The Romance of William Shakespeare" by C. L. de Chambrun, will have large appropriations and special campaigns concentrating in New York City newspapers in addition to large space in the *Herald-Tribune Books* and *Times Book Review*. Posters in colors and postcards are available to dealers

Lippincott's most important non-fiction title, "Louis XV and His Times" by Pierre Gaxotte, will be advertised in the *Saturday Review*, *Herald-Tribune Books* and *Times Book Review*.

Claude Kendall

Special promotion, which will begin with a half-page advertisement in the *Times Book*



Little, Brown is lending a painted backdrop like the one shown above to booksellers who will make a window of Little, Brown sea stories

Review on January 28th will be given "Glass" by Howard Stephenson. Local interest will center in Toledo, Ohio, about which the book is said to have been written. The author will make a number of public appearances throughout the middle west.

Alfred H. King, Inc.

"Go Into Your Dance" by Bradford Ropes, author of "42nd Street" will be advertised in the *Times Book Review*, the *World-Telegram* and the *New York Daily Mirror*.

"Mad Hatter's Village" by Mary Cavendish Gore, will be even more extensively advertised in the New York daily and Sunday papers as will "Treeless Eden" by Francine Findley, and "Tin Soldiers" by Robert Wohlforth. A two color poster 11" x 17" is available for "Mad Hatter's Village."

Alfred A. Knopf, Inc.

"Trumpeter, Sound!" by D. L. Murray, one of the outstanding books of the Knopf spring list will be extensively promoted as a thrilling novel of Victorian England. There will be a panoramic picture jacket, and the figure of the trumpeter on the front of the jacket will be used in posters and advertising.

The greatest book on the list, Bernard Smith tells us, is Thomas Mann's "Joseph and His Brothers," for which there will be a big advertising campaign in newspapers and magazines.

"Adventures in Nakedness" by Julian Strange will be promoted in the manner of the two nudist books by Frances and Mason Merrill. The promotion campaign for "Passion's Pilgrims" by Jules Romains will follow the lines of the one for the first Romains volume "Men of Good Will."

Little, Brown & Co.

George Ross tells us that Little, Brown plans to spend at least $34,500 in promoting the 28 books on the spring list. More will be spent as increased sales warrant.

The most important book is Céline's "Journey to the End of the Night" which has sold nearly 200,000 copies in France. $5000 will be spent in advertising, the greater part in metropolitan newspapers and literary supplements in April, in May, and a smaller proportion in literary magazines in May and June. It is indicated that the book will be handled in the same manner as "All Quiet on the Western Front."

In connection with "Men Against the Sea" by Charles Nordhoff and James Norman Hall, a number of large oil-painted back-drops for window displays have been made showing Captain Bligh and the 18 men who were set adrift by the mutineers in an open boat. This back-drop is headed "Great Sea Stories" and is intended for a background for a window of sea stories, and will be loaned by the publishers to booksellers who promise to make a window of their sea stories. This book is being advertised in the literary supplements and in the newspapers of New York, Boston, Chicago and Philadelphia, as well as in the literary magazines and imprint publications.

Oppenheim's "The Gallows of Chance," his first mystery novel in three years, will be advertised alternately in the New York

Times and the New York *Herald Tribune* every week for eight weeks, as well as in the daily papers in New York, Boston, Chicago, Philadelphia, and Los Angeles very week for two months. It will also be advertised in the *Atlantic, Scribners* and *Harper's.*

Jeffery Farnol's lecture tour of America will coincide with the publication of his "The Winds of Chance." He is booked to speak in Lexington, Ky., Minneapolis, Indianapolis, Toledo, Cleveland, Detroit, Pittsburgh, Kansas City, Brooklyn, Boston, Englewood, N. J., and will end his lecture tour in New York. Further bookings will probably be arranged and dates of his lectures may be obtained from the publishers. "The Winds of Chance" will be advertised mainly in the literary supplements and magazines.

A movie version has been made of Lawrence G. Blochman's "Bombay Mail" and theater owners have been urged to tie up with booksellers in promotion. This book and Sylvia Thompson's "Breakfast in Bed" will be advertised in daily newspapers, literary supplements, and the class magazines.

Little, Brown suggests special personal promotion on the part of booksellers for Lillian D. Wald's "Windows on Henry Street." Advance orders, it is suggested, might be secured through personal letters, phone calls or advance work by clerks among women's clubs, clergymen, social workers, philanthropists, church workers and the many others who would be interested in Miss Wald's famous Henry Street Settlement.

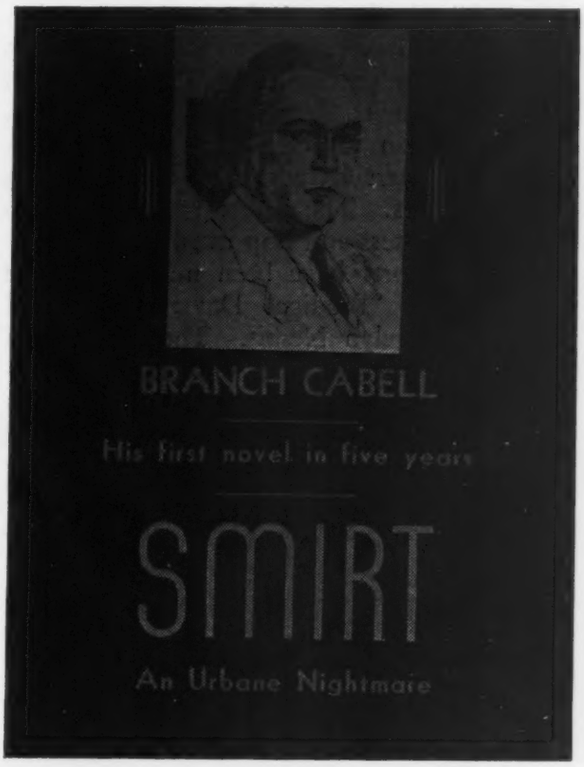
Longmans, Green & Co.

The campaign on Eva Le Gallienne's "At 33" will be continued with advertising in the February numbers of the *Atlantic*, the *Stage Magazine, Theatre Arts Monthly,* and follow-up advertising in the *Times Book Review.*

The big February book on the Longmans list is "Who Rules America: A Century of Invisible Government" by James McConaughy, which will be given advertising in the *Times Book Review*, New York daily papers and newspapers in towns where advance stock is concentrated. There are extensive publicity plans, particularly in capital cities of the various states. Window displays and reading card posters will be available, and the publishers suggest that the book may be used as a plus sale to lawyers, judges and politicians.

Robert M. McBride & Co.

Tentative advertising plans include extensive newspaper advertising for "Valour" by Warwick Deeping, for which there will be imprinted postcards and probably a poster in the Mitchell Multiposter machine. There is a poster for "Smirt" by Branch Cabell, which will also be extensively advertised. "Nine Etched from Life" by Emil Ludwig will be advertised, and there is a poster for the trade. Plans may include the Multiposter machine and imprinted cards. Circulars for "Birth Control in Practice" by Marie



An attractive poster in silver and black announcing the new Cabell title (McBride)

E. Kopp have already been prepared. There will be posters for "First Over Everest" by Col. P. T. Etherton and Staff, "Spies I Knew" by Marthe McKenna, "Gold and Your Money" by Willard E. Atkins, for which original illustrations will also be available, and the Dollar Travel Books. For the display of "Pop Warner's Book for Boys" there will be reproductions of "Pop" Warner, Ernie Nevers, Jim Thorpe and other football heroes. For regional promotion Colonel Fellowes will be in New York for a month or so, lecturing and showing pictures, Glenn "Pop" Warner will be in San Francisco until fall and then returns to Temple University

in Philadelphia, and Richard Rowan, author of "Spies and the Next War," which will be published in April, is in New York City and will be glad to cooperate with the bookstores.

Julian Messner, Inc.

For advertising "Strangers at the Feast" by Beatrice Lubitz, Mr. Messner has appropriated $1000 to be used in newspaper advertising the three weeks following publication. If the book catches on there will be ambitious plans for building up the author.

"Doctor Arnoldi" by Tiffany Thayer will be given smash ads in leading papers featuring the Steele Savage jacket and a quotation of Tiffany Thayer, "I hope this book drives men mad by thousands." The smash ads will be followed by slightly smaller ads, tapering down to the reminder ads which other publishers have proved effective with Thayer books. The jacket has been reproduced on posters and imprinted postcards.

Special efforts have been made to secure publicity for "Prodigal Days: the Untold Story" by Evelyn Nesbit. There will be a trial mailing of postcards showing the three-color jacket, and orders received from this mailing will be turned over to the trade which can then secure postcards for its own mailings. There will be posters and advertising for "Find Me Love" by Jane Roth.

William Morrow

Morrow promises that the advertising of the two big February books, "Shake Hands with the Devil" by Reardon Connor and "The Case of the Lucky Legs" by Earle Stanley Gardner will continue on large space through February and March. At least $3000 will be spent on each of these books. A special full-sized "Lucky Legs" display has been made for bookstores.

The high point in the Morrow Western campaign will be the publication of "Stampede" by E. B. Mann, for which there will be special cut-out displays tied up with advertising, boosting westerns as relaxing reading for intelligent people.

"This Road to Recovery" by John F. Wharton will be advertised as a reassuring primer for the average man, and will carry a quote by Al Smith on the jacket. "Adventure's a Wench" by Charles Veil and Howard R. Marsh, which Morrow is backing heavily as a good seller, will be advertised first in the principal cities in large space, using scenes illustrating some exciting incidents in the life of the author.

Advertising for "Death Cruises South" by Roger Denbie, will be directed at Bermuda travelers. There will be special displays using a model sailboat, and newspaper ads featuring the suspects will be widely used. Special circulars have been printed for "Robert E. Lee: A Biography" by Judge Robert W. Winston, for which there will be national and local advertising. The author has written an article about his work which will be widely syndicated at publication time.

The Morrow Shelf Stock consignment plan will be developed widely in the new year. This plan is now in operation in 23 shops and is reserved for those booksellers who try to stock regularly both new and old books, and yet find maintenance of representative stock a real problem in these uncertain times.

W. W. Norton & Co., Inc.

The Norton leader this spring is "Julia Newberry's Sketch Book" which will be published just in time to catch the Valentine trade. A Valentine band will be added to the wrapper of each copy sent out. There will be 5000 window displays in three colors of two different designs available for dealers.

Oxford University Press

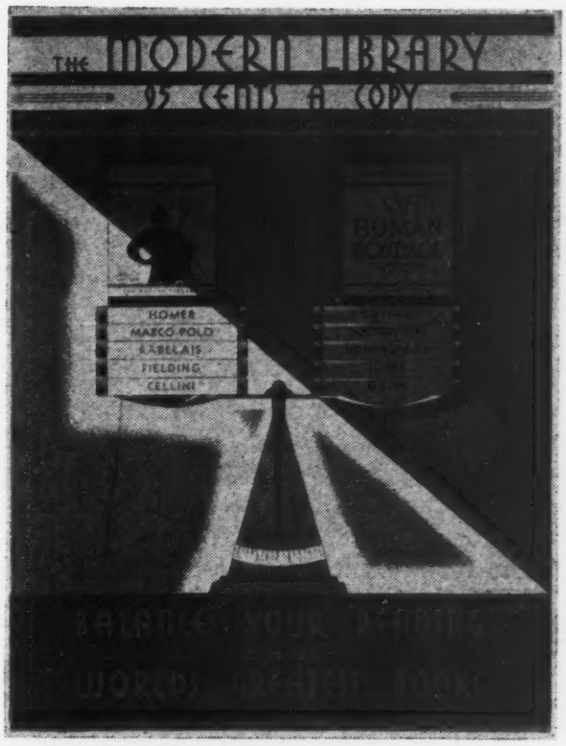
Active promotion for the "Oxford English Dictionary" will be continued with small ads in newspapers and magazines and a full page in *Current History* for March. The *Oxford Reference Shelf* as a whole will be advertised in the *Golden Book* beginning in March. Posters are available for the Dictionary and the Reference Shelf. In the "Books to Own" section in *Harper's* in March and succeeding months the "Concise Oxford Dictionary," "Modern English Usage," the *Legacy Series*, Cushing's "Osler," "The Oxford Companion to English Literature" and the *Oxford World's Classics* will be advertised. "What Is the Oxford Group?" will be advertised in various religious magazines, and local tie-ups will be made with booksellers as the Group moves about the country.

A big campaign has been planned for "Woodrow Wilson," by Edith Gittings Reid, with advertising in all major magazines, the

metropolitan newspapers, and library media. There will probably be a poster and other material.

Random House and Modern Library

Large advertising campaigns in the New York *Times Book Review* and *Herald-Tribune Books* as well as smaller ads in the daily papers and leading magazines have been planned for the three big Random House books of the spring, James Joyce's "Ulysses," Eugene O'Neill's "Days Without End" and the Boardman Robinson edition of "The Brothers Karamazov." Continued advertising will be given O'Neill's "Ah Wilderness" and Robinson Jeffers' "Give Your Heart to the Hawks." There are special posters for the O'Neill books and "Ulysses." Two new posters have been made up for the Modern Library which will be sent to every bookstore in the country. A display built around one of these posters is shown on this page. The Modern Library spring list will be heavily advertised.



One of the spring posters for display with Modern Library titles

The Beacon Bookshop used the poster shown above and a real pair of scales to make a very effective Modern Library display. Posters and display material for similar displays may be secured from the publishers

Harrison Smith & Robert Haas, Inc.

Spring advertising plans for this house include large space in the *Saturday Review of Literature* and full pages in the *Times Book Review* and *Herald-Tribune Books* as well as advertising in the class magazines. There will be special campaigns on "Seven Gothic Tales" by Isak Dineson and "I, Claudius" by Robert Graves. Posters will be available for "Belmonte, the Matador" by Henry Baerlain and "Thomas A. Edison" by Mary Childs Nerney, the latter an enlargement of the jacket designed by Thomas Benton. A pamphlet on "Seven Gothic Tales" including Dorothy Canfield's introduction will be available for booksellers, also a pamphlet on André Malraux, whose Goncourt Prize book "Man's Fate" will be published in May. Imprinted postcards for "James Joyce and the Making of Ulysses" by Frank Budgen are also available. Maurice Hindus, author of the recent "The Great Offensive," will lecture, during February and March in Portland, Corvallis and Eugene, Oregon; Bellingham and Seattle, Washington, and Los Angeles, San Diego, Santa Barbara, San Francisco and Oakland, California.

Frederick A. Stokes Co.

A widespread campaign to educate the public concerning Maurice Walsh will be built around the publication of Walsh's new novel "The Road to Nowhere." "L'Affaire Jones" and Ellery Queen's "The Chinese Orange Mystery" will also be given extensive promotion and advertising and particular cooperation will be made with booksellers on Ellery Queen's tour of the Middle West.

The Studio Publications, Inc.

The two most prominent titles on the Studio spring list are the annuals, "Decorative Art" and "Gardens and Gardening" which will be advertised to decorators, architects, libraries, colleges, schools, garden clubs and various associations. Individual prospectuses will be available in quantities to booksellers. "Painting a Portrait," the sixth title in the *How To Do It Series*, and "Modern Furnishing and Decoration" by Derek Patmore will be extensively advertised to schools, colleges and libraries. "Colour in Advertising" will be specially promoted among advertising men and students, and "Elizabethan Pageantry" by H. K. Morse, will be advertised to costume designers and owners of private libraries.

The University of Chicago Press

A further campaign will be built around "The Short Bible" which sold 12,000 copies entirely through the bookstores in the two months before Christmas. There will be a display card for dealers and advertising plans include follow-up advertising in many general magazines. A new circular will also be available.

The Vanguard Press

"The First Billion: The Stillmans and the National City Bank" by John K. Winkler, already published, and now being extensively advertised in New York City will be advertised in other parts of the country as sales warrant. There is a poster. There is a special regional appeal for "The Young Manhood of Studs Lonigan" by James T. Farrell in Chicago, but the book will also be consistently advertised in other parts of the country. "Women Are Like That" by Alice Elinor Lambert, laid in and around Seattle, will have an especial appeal in the Northwest. Mrs. Arnold Rothstein's book "Now I'll Tell" will be issued about six weeks before the Fox Film Co. brings out a movie based on Rothstein's life, which will afford an opportunity for tie-ups. Two humorous books, "Bed Manners" by Dr. Ralph Y. Hopton and Anne Balliol, and "Men Are Clumsy Lovers" by Edith M. Stern will be given extensive newspaper campaigns. "Children of the Poor" a dark horse will be advertised to begin with, in the Sunday book reviews. "100,000,000 Guinea Pigs" will continue to be consistently advertised, and booksellers will be fully protected on all stock of this title.

The Viking Press Inc.

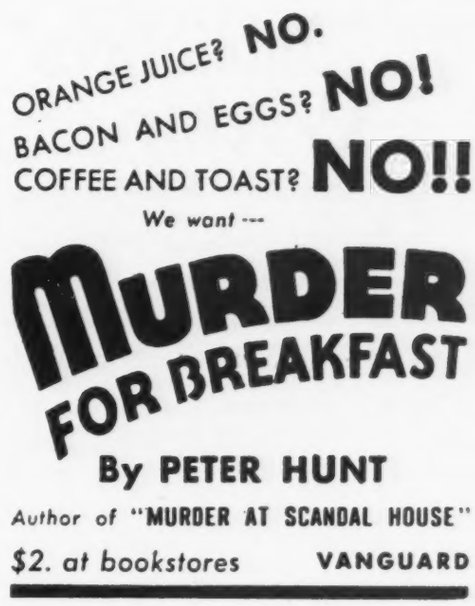
"The Oppermanns" by Lion Feuchtwanger, which has been given extensive trade advertising, has been given a $5000 initial advertising appropriation which will probably include full pages in the *Times* and *Herald Tribune* as well as other announcement ads, to be followed by a series built around the individual characters in the book. There will be elaborate dealer helps, includ-

ing large window cards, small tags and stickers.

"They All Sang: From Tony Pastor to Rudy Vallee" by Edward B. Marks will have a jacket on the inside of which will be printed the choruses of some 40 old favorite songs. The complete jacket will be used as a circular, and there will be song choruses on cards, with living picture of old-time musical favorites for window display. The advertising will play up the "only yesterday" angle.

"Duranty Reports Russia" by Walter Duranty will have a daily and weekly newspaper campaign, playing up Duranty, who spent 12 years in Russia. For "I Went to Pit College" by Lauren Gilfillan there will be display material with pictures of the young college girl dressed up in the miner's clothes she wore in the Pennsylvania mining town. There will be special tie-ups with Chicago bookstores for "On the Shore" by Albert Halper, which is the story of a young writer's boyhood in Chicago.

For "While Rome Burns" by Alexander Woollcott there will be radio tie-ups to reach the author's nation-wide public as the Town Crier. Show cards and advertising will use cartoons of Woollcott by famous artists. There will be a full page in the *New Yorker* as well as daily and weekly newspaper space. There will be local tie-ups in Boston and Virginia for "Sweden: The Land and the People" by Agnes Rothery, who is well known in both places; also displays in travel bureaus and Swedish industry shops. For "Kaleidoscope" by Stefan Zweig there will be a $2500 appropriation to catch the "Marie Antoinette" public.



Vanguard will run an amusing series of small ads on "Murder for Breakfast" by Peter Hunt

Whittlesey House

From the first of February through April, small ads for "Life Begins at Forty" will appear in each issue of the *Times Book Review, Herald-Tribune Books, Saturday Review,* Chicago *Daily News* Wednesday Book Page, Boston *Evening Transcript* Saturday Book Page, *Atlantic Monthly, Harper's, Scribner's, Forum, Review of Reviews* and *Hygeia.* "The Art of Enjoying Music" by Sigmund Spaeth will be given small space in the Sunday *Times* and *Herald Tribune* as well as several musical magazines and the Carnegie Hall Program. All spring publications will be given at least five separate insertions in the Sunday *Times* and *Herald Tribune* and the *Saturday Review.*

One of the Will Crawford decorations in "Long Remember" by MacKinlay Kantor which Coward-McCann will use widely in their advertising of this title

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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Sanford Cobb — Alice P. Hackett
Albert R. Crone . . . . . *Publications Manager*
Louis C. Greene . . . . . *Advertising Manager*

January 27, 1934

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Booksellers' Code Hearing Set for Feb. 3

The first of the booktrade's "Days in Court" falls on Saturday, February 3rd, when a public hearing is to be given to the Code of the American Booksellers Association, in the Department of Commerce Building, Room 2062, at 10 A.M. The hearing is brought before Divisional Administrator Whiteside, one of the most experienced men in the N.R.A. organization, and especially connected with assignments of the codes affecting retailing. It was Mr. Whiteside who heard and judged the long debates on the General Retail Code though this code is still far from effectual because the N.R.A. has not even yet announced the percentage for the cost of doing business which should be included in every sale.

NRA MEMBER U.S. WE DO OUR PART

The booksellers will be represented by counsel and by a committee consisting of Frank L. Magel of Putnam's, Cedric R. Crowell of Doubleday, Doran Bookshops, Richard F. Fuller of the Old Corner Book Store, Boston, E. S. McCawley of Haverford, Pa., Alice Steinlein of the Greenwood Book Shop, Wilmington, Del., and Jefferson Coleman of the University of Alabama Bookstore. It is expected that a publisher will be present at the hearing to present the case for price maintenance from the publishers' point of view, and the department store viewpoint will also undoubtedly be presented.

The Code Committee has been busy for weeks organizing its case and gathering data. In last week's *Publishers' Weekly* we urged booksellers to write to Administrator Whiteside at N.R.A. headquarters giving concrete evidence of the difficulties under which this industry is laboring. It cannot be too strongly emphasized that the original text of the N.R.A., as approved by Congress and the President last June, provided that no part of any code should be used to bring oppression to small businesses. The bookstores *are* a small industry though one of great social importance and they are under just such pressure as the Act endeavored to provide against.

The proposed booksellers' code would provide for the establishment of a National Booksellers' Council with the authority to administer the practices declared to be sound for the benefit of the upbuilding of the industry. This Council would presumably include a representative of the N.R.A. and future modifications would be handled by this Board. The question of the regularizing of discounts to schools and libraries will be put before that Council and not be included in the primary provisions. The Code, itself, has been down to Washington, and in the form in which it has been returned embodies some changes from the first drafts, but can hardly avoid the opposition of those few stores which desire to use books as bait.

Keep the Lists Down

One of the evidences of an increased confidence in the immediate future of the trade is contained in the Spring Book Index of this issue of the *Weekly*. This list of the forthcoming books of the first half of the year is nine pages longer than was last spring's list, indicating roughly an increase of 14% in the number of titles projected.

Although it is very encouraging to know that publishers are optimistic, it is, perhaps, not out of place to sound a note of warning.

During the past three or four years, since the depression began, publishers have cut their lists considerably. Many publishers and most booksellers will testify that this was the healthiest thing that could have happened; that even in the years of plenty far too many books were published for the existing distribution. Now that we have attained smaller lists and have weeded out the less desirable titles, list makers should struggle to keep this healthy condition, and, instead of increasing the number of titles published as business picks up, increase rather promotion efforts on books in which there is a real confidence. Then build up widespread national distribution to give support to larger lists of the future.

The day of publishing mediocre books just to achieve a "well-rounded" list should be left to the past. Many of the most successful publishers today are those who have limited their output to a small list of books which they are sure of. In a day of planned economics and planned businesses this seems the only sensible approach.

Wasted Publicity

WE HAVE TALKED to a number of booksellers lately who have deplored the great waste of publishers' circulars and posters. One bookseller said that frequently 1500 to 2000 lithographed circulars would come into the shop without a word of warning, the shop couldn't use them and they were thrown away. Another bookseller said that fully two-thirds of the posters arrived so badly damaged that the shop couldn't use them even if it had wished to. Couldn't the *Publishers' Weekly* persuade publishers to send booksellers only the material that the bookseller wanted, to let the salesman order the display material when he sent in the order for the book, and to send posters and circulars to booksellers only if they ordered 25 copies of fiction or 10 copies of non-fiction unless especially asked for?

A year ago Ken McCormick of the Doubleday, Doran Co. wrote an article for the *Publishers' Weekly*, "Please Send Posters," suggesting that the publishers have a central clearing house where a file could be kept of bookshops showing the display space each shop had, the number and size of windows and the number of posters and circulars that each bookseller thought he could use every year.

The Joint Board, impressed with the arguments Mr. McCormick advanced, pointed out to the Publishers Ad Club the great waste in poster material. A committee of which Lynn Carrick of Putnam's was chairman set out to find out what sort of posters booksellers liked. Michael Gross sent out questionnaires to booksellers and on the 900 answers he received Mr. Carrick based his report. Booksellers heavily favored small- and medium-sized displays. Three hundred would not use any size over 14"x22". 11"x 14" was the ideal size for the average book; 14"x22" for a well-known author. Posters should indicate prices only when the book was a bargain or a reprint. Publishers' names should be omitted. Half the replies favored a heading "We Recommend"; half thought the book ought to be featured. Booksellers preferred posters for non-fiction rather than for fiction. An overwhelming majority were opposed to paper streamers for pasting on the window. Most booksellers felt that the use of a jacket on a poster was little more effective than the book itself in the window. Giant books were, however, always welcome. The majority voted that the posters should accompany the book rather than be shipped separately. The majority favored an upright rather than a lengthwise poster. How the publishers responded to these suggestions we do not know. But the main problem of waste of material is apparently just as bad as ever.

The Joint Board recommended to the A.B.A. that it undertake as its part in solving the problem some central shipping service. The publishers did not seem to think this was practical because posters were of so many sizes that they could not be combined. They also contended that there was not time in the production schedule to allow for combined shipping. Posters were usually not ready in time to allow them to go to a central shipping bureau. Often a poster is made after a book has begun to catch on.

We can only urge publishers to ship posters carefully packed; to try to find out which stores will use the posters when they are received; to follow as far as possible the booksellers expressed preferences in the sort of material the shops can use. Booksellers will find in this issue a very full record of material available and can write to publishers asking for what they want if they have not already received them.

News of the Week

Goncourt Prize Books Published

In April Macmillan will publish the 1932 Goncourt prize book, "The Wolves" by Guy Mazeline in a translation by Eric Sutton. "The Wolves" is the story of the decadence of a wealthy middle-class family in Havre. The author, a young man of thirty, was born at Le Havre and has spent most of his life among the sea-faring men of the port. He is the author of three novels all of which employ the sea as background.

The members of the Goncourt Academy had previously agreed in a secret meeting to award the Prize to Louis-Ferdinand Céline for his "Journey to the End of the Night". But at the formal meeting they reversed themselves and gave the prize to Mazeline. Céline's book is said to be a conflict-creating combination of fine sensitivity and vulgarity, less a work of art than a social fact. As a protest, Céline's novel was awarded the Prix Renaudot, originated several years ago by certain journalists as a burlesque gesture directed at the sedate Academy Goncourt but which has come to have an entirely serious character. Little, Brown will publish "Journey to the End of the Night" in April.

The Goncourt Prize for 1933 was awarded to André Malraux and will be published in May by Smith and Haas under the title "Man's Fate" in a translation by Haakon Chevalier. Chevalier is a friend of Malraux. Malraux himself was one of the committee of 12 who started the communist revolution in Shanghai which is the background of the novel. Malraux is only thirty, has spent much time in the far east, and is on the Board of Directors of the French publishing house of Gallimard.

Wood Engraving Exhibit

The Division of Graphic Arts of New York University has placed on display an exhibition of Wood Engraving from the XVth Century to the present time, together with old type specimens. The collection will be on exhibition during January and February daily from 2 to 5 p.m. in Room 33 of the South Building of the University, on Washington Square East.

Booksellers' League Meets

At the Booksellers' League January dinner on the 17th at the Aldine Club, New York, there were nearly one hundred members present. Joseph Wharton Lippincott's interesting talk on "Hunting Everything Except Books in the Yukon Territory and Alaska," was illustrated by fine motion pictures. Copies of his new book, "Wolf King," were presented to all the members present, through the courtesy of Charles C. Shoemaker of the Penn Publishing Co. The other guest was William E. Young, author of "Shark! Shark!" who talked entertainingly about shark hunting.

Plans for the annual Ladies' Night to be held at the Aldine Club on February 21st were announced.

Book Designing Course

Robert Josephy, who has announced the resumption of his courses in book designing and production problems, reports that he has had a number of applications for the new series scheduled to begin about February first. Anyone interested in the aesthetics, the technics, or the economics of book-making is invited to join, and is urged to communicate with Mr. Josephy at 111 East 26th Street, New York City.

Shaw Publications Simultaneous

Dodd, Mead announces that an arrangement has been made with Bernard Shaw for the simultaneous publication in America and England of all future Shaw books. Heretofore, the American publication of a given title occasionally lagged after the British publication. Under the new plan, books will appear in London and New York on the same day, and all American ports of entry will be notified to confiscate English copies purchased in violation of the copyright regulation. This plan will be inaugurated with the publication of Shaw's new volume of plays, entitled "Too True To Be Good, On the Rocks, and Village Wooing," which is scheduled for release in both countries on February 15th.

A book of short stories and sketches will be published later in the year.

News Note

THE *American Magazine of Art* has absorbed *Creative Art* Magazine, effective with the January 1934 issue. The *American Magazine of Art* is published twelve times a year at $5.00 a year, and will continue its editorial offices in Washington, D. C. The New York office is located at 40 East 49th St. Subscribers of *Creative Art*, which published eight issues a year for $5.00, will receive three issues of the new magazine for each two issues of *Creative Art* to which the balance of their subscription entitles them. All subscriptions for *Creative Art* will be extended to allow for the October, November and December issues of 1933 which were not published.

Grolier Club 50 Years Old

THE GROLIER CLUB OF NEW YORK this week celebrated the 50th Anniversary of its founding. The club was founded in 1884 for the purpose of literary study and the promotion of the arts pertaining to the production of books, by William L. Andrews, Theo. L. De Vinne, A. W. Drake, Albert Gallup, Robert Hoe, Brayton Ives, S. W. Marvin, Edward S. Mead and Arthur B. Turnure. During its 50 years the Grolier Club has held numerous exhibitions which have tended to increase interest in the production of fine books and has itself published many fine examples of bookmaking.

Home Library Seeks Wider Distribution

THE NATIONAL HOME LIBRARY FOUNDATION is planning to enter the New York field to get newsstand and grocery store outlets for its books. The Foundation which was started in June, 1932, has already distributed 2,000,000 of its 15-cent books, paper-bound classics including such titles as Hudson's "Green Mansions," "The Adventures of Sherlock Holmes," "Treasure Island," "Alice in Wonderland" and "Tom Sawyer." The advisory board of the Foundation includes several publishers, Bennett Cerf and M. Lincoln Schuster, and authors including James Truslow Adams, Mary Austin, John Dewey, Havelock Ellis, and William Allen White.

An important addition to the National Home Library list this spring is "Other People's Money" by Justice Louis D. Brandeis of the United States Supreme Court. The book was written 20 years ago, but is startlingly applicable today.

Good News

AN OPTIMISTIC NOTE comes from John Macrae, Jr., vice president of E. P. Dutton & Co., who reports that the Dutton West Coast salesman was 88% ahead in his sales over last fall at his first stop, Pittsburgh, and 143% ahead at his second stop, Cleveland. The Middle West and New England salesman, was 49% ahead at his first stop, New Haven, and 89% ahead in Springfield. Orders in Boston were 21% ahead of last fall, in Baltimore, 56% ahead; in Washington, 62% ahead. This, says Mr. Macrae is very unusual, as spring orders usually run from 20% to 40% behind fall orders.

Code Column

THE WHOLESALE AND DISTRIBUTING CODE, covering jobbers of all kinds, was approved by President Roosevelt on January 13. This code includes provisions for a 40-hour work week, with a 48-hour week for outside delivery men, maintenance employees, outside repair service crews, and installation crews. Minimum wages are fixed at $15 weekly in cities of more than 500,000 population and $14 in smaller cities.

NATHAN STRAUS, JR., a director of Abraham & Straus, Inc., has taken charge of the New York City NRA machinery, succeeding Henry F. Wolff, who had replaced Grover A. Whalen as administrator.

PRESIDENT ROOSEVELT has designated the Federal Trade Commission and the Department of Justice as agencies to which small enterprises may appeal for relief against alleged discrimination or oppression.

Correction

WE SPOKE in the January 13th issue of a banquet at the Hotel Pennsylvania given by the American Bible Society to "mark completion of a hundred years of work." We should have added that the occasion was to mark the completion of a hundred years of work *in China*. This venerable society was organized in 1816, 118 years ago.

Communications

DEARTH OF NEW FICTION

Ottawa, Canada,
January 17, 1934

Editor, *Publishers' Weekly:*

FROM a bookseller's point of view and one who has had a good Library for many years, we have had the same dearth of new fiction from December 1st to February 1st each year.

This year it has been more noticeable than ever. I had made up my mind I would write to you with regard to this matter, which suggestion I will also send to Chairman of the Publishers Board. In February, there will be fifty or more new novels, from what I can judge, from both the American and English publishers. Could not some plan be devised whereby some of these books could be forthcoming right after Christmas? December is not so important, but January is a long month, and it is very disappointing to the reading public. I think this could easily be adjusted.

A. H. Jarvis

SPURIOUS LETTERS

Rare Book Company,
99 Nassau Street,
New York, N. Y.
January 18, 1934.

Editor, *Publishers' Weekly:*

We beg to call the attention of the trade that spurious letters of Mrs. Mary Baker G. Eddy, are being sold and several of those have been sent to us for verification. It will be helpful to learn the name and address of the party who sold those letters.

Hermann Zadek, Prop.

Obituary Notes

HARRISON FISHER

HARRISON FISHER, well-known American artist, died on January 19th in New York City at the age of fifty-six. He was the creator of the type of American girl who for thirty years graced the covers of American magazines and who came to be known as the Harrison Fisher girl. His illustrations appeared in and on the covers of such magazines as *The Saturday Evening Post, Scribner's, Ladies' Home Journal, McClure's, Life, Puck* and *Cosmopolitan*. Some of his best drawings were published in a volume called "The Harrison Fisher Book."

ALICE FRENCH

ALICE FRENCH, known to the reading public of the late nineteenth and early twentieth centuries as Octave Thanet, novelist and short-story writer, died on January 9th at her home in Davenport, Ia. She was eighty-three years old. She was born in Andover, Mass., and studied in France. She became deeply interested in both French and English literature, in the social history of the Tudor reign and also in the philosophy of Schopenhauer and Hegel. Later she wrote a story called, "Schopenhauer on Lake Pepin." On her return from France she transferred her enthusiasm to the problems of capital and labor, studying the plight of the workers in her father's factory in Davenport, Ia. Her style was modeled on that of the French novelists, but her material was contemporary and regional. She was the author of fifteen books, among them being "Knitters in the Sun," and "Stories of a Western Town," both volumes of short stories, "The Lion's Share" and "By Inheritance."

"JOE" BOWLES

ON SUNDAY THE 7TH "Joe" Bowles (Joseph Moore Bowles) died at a New York hospital as the result of a fall. He was sixty-seven or eight years of age, a Hoosier by birth, a designer, printer-at-large, writer on art, gentle and beloved figure among those who have cared for the graphic arts. In the early '90's Joe Bowles had an art store in Indianapolis and also worked in Lieber's. In 1893 he started a quarterly, *Modern Art*. It was the age of short-lived groping, hopeful art magazines. Bruce Rogers, who was his close friend, contributed to *Modern Art's* decorative features. In 1895 the famous Boston firm of L. Prang & Co. took over the magazine and its editor; B. R. followed on Bowles' suggestion. With the closing of the Prang business, he went with Carl H. Heintzemann, a printer of happy memory. Still in Boston in 1906-07 he edited and published with David C. Preyer *The Collector and Art Critic* and that failing he began the publishing in New York *Interior Decoration*. In 1918 he wrote "Some Example of the Work of American Designers," issued by Dill & Collins. He was the founder and central spirit of "The Stowaways," an informal lunch club of kindred spirits in the field the graphic arts. He touched the ideas and the taste of many in a formative period of American art.

Market News

Books By and About James Joyce

By James Joyce

CHAMBER MUSIC. '23 *Viking Press*, $1.50

DUBLINERS. '25 *Viking Press*, $2
'26 *Modern Library*, 95 c.
(Travellers Library) *Peter Smith*, $1

PORTRAIT OF THE ARTIST AS A YOUNG MAN.
'28 *Modern Library*, 95 c.
'30 (Travellers Library) *Peter Smith*, $1

About His Work

GORMAN, HERBERT S. James Joyce: His First Forty Years. '24 *Viking Press*, $2

GILBERT, STUART. James Joyce's Ulysses. '31 *Knopf*, $5

SMITH, PAUL JORDAN. A Key to the Ulysses of James Joyce. '34 (reissue) *Covici, Friede*, $1

BUDGEN, FRANK. James Joyce and the Making of Ulysses. '34 (February 26) *Smith & Haas*, $2.50

Notice to Control Card Users

"THE LAND OF PLENTY" by Robert Cantwell (Farrar & Rinehart) will be published on Mar. 8th instead of Feb. 19th.

"Queen Elizabeth" by J. E. Neale (Harcourt), for which a card was made last Fall—dated Oct., will be published Feb. 8th. The price is $3.75.

"At 33" by Eva Le Gallienne (Longmans) was published Jan. 5th. The card was made last Fall.

"Careers for Women" by Catherine Filene (Houghton) will be published Feb. 21st. The card was made last Fall, dated Nov. 1st.

"Bloody Mary's" by Geoffrey Dennis (Simon & Schuster), scheduled for Oct. 31st, will be published in February.

"The ABC of Wines and Liquors" by Frank Schoonmaker and Tom Marvel (Simon & Schuster) has been postponed from an indefinite January date to April.

Change in Date

AT THE REQUEST of a number of booksellers, the publication date of "Julia Newberry's Sketch Book" by Tracy D. Mygatt (Norton) has been advanced to February 10th to allow for week-end Valentine windows and four selling days before Valentine's Day.

Business Notes

BAYONNE, N. J.—The Book Centre has moved from 642 to 541 Broadway. The new location will enable the shop to carry a larger stock of books for sale, a larger library, educational toys and fine greeting cards.

BOSTON, MASS.—G. C. Manthorne & Co. have moved from 80 W. Cedar St. to Charles & Pinckney Streets.

CHICAGO, ILL.—The Beacon Book Shop has moved from 323 Plymouth Court to 4437 N. Seeley Ave.

CHICAGO, ILL.—William Targ, Bookseller, has moved to new and larger quarters at 104 West Chicago Ave.

OMENA, MICH.—W. H. Solle has opened a mail order book business in this city. He requests publishers' catalogs and spring announcement lists, also dealers' catalogs and want lists.

SAN FRANCISCO, CAL.—Brian Guilbert has resigned as manager of the Barrow Art & Book Concern, Inc. He intends starting his own firm at 37 Haight Street so that all future communications for him should be sent to this address. He will be glad to hear from publishers who are looking for a Pacific Coast representative.

Correction

The reissue of Christopher Morley's "Shandygaff" (Doubleday) is $2 instead of $1 as announced last week.

Price Advance

ON ACCOUNT of rising manufacturing costs, the price of Logan Clendening's "Behind the Doctor" will be raised on April 1st from $3.75 to $5, according to an announcement by the publisher Alfred A. Knopf, Inc. All shipments of the book will be billed at $3.75 up to April 1st.

Changes in Price

FREDERICK A. STOKES COMPANY

"Rip Van Winkle"—Illustrated by Victor Perard. List price changed from $1.25 to $1.75.

Market News

One Month from Now—A Forecast

LONG REMEMBER, by MacKinlay Kantor. *Coward-McCann,* $2.50.

Feb. 26. A novel of Gettysburg—the most important on Coward's spring list. Window display to feature Will Crawford endpapers. 3-color posters and imprinted postcards ready Mar. 1.

MANHATTAN LOVE SONG, by Kathleen Norris. *Doubleday, Doran,* $2.

Feb. 28. A battle for love against the depression in tenement-house Manhattan. D. D. will have a four-color cut-out in two planes—a dormer window inside which stand the hero and heroine.

MURDER IN THE CALAIS COACH, by Agatha Christie. *Dodd, Mead,* $2.

Feb. 28. Hercule Poirot surprises everybody again. There will be a large poster with electric flash equipment.

THEY HAD THEIR HOUR, by Marquis James. *Bobbs-Merrill,* $3.

Feb. 28. The author of the best-sellers, "The Raven" and "Andrew Jackson" retells fifteen episodes from American history.

A WARNING TO WANTONS, by Mary Mitchell. *Doubleday, Doran,* $2.50.

Feb. 28. An unusual and fantastic novel, which D. D. will push. 2-color poster, 11 by 14.

WITHOUT ARMOR, by James Hilton. *Morrow,* $2.50.

Feb. 28. A dramatic and romantic novel about a British agent in Russia.

BLACK RIVER, by Carleton Beals. *Lippincott,* $2.50.

Mar. 1. A novel of Mexican oil and what it does to the people connected with it. Colored poster and cards for the trade.

I WENT TO PIT COLLEGE, by Lauren Gilfillan. *Viking Press,* $2.50.

Mar. 1. A college girl's experiences in a Pennsylvania mining town. Literary Guild selection for March. The display material will feature pictures of the author in miner's garb.

THE WIFE, by Helen Grace Carlisle. *Harcourt, Brace,* $2.50.

Mar. 1. The story of one day in a modern woman's life, which brings drama into what had been a serene existence.

PAGE MR. POMEROY, by Elizabeth Jordan. *Appleton-Century,* $2.

Mar. 1. An exciting romance by a popular author of light fiction. Newspaper serialization.

NINE ETCHED FROM LIFE, by Emil Ludwig. *McBride,* $3.

Mar. 5. Portraits of nine leaders of the New Europe, by the best-selling German biographer.

SMIRT, by Branch Cabell. *McBride,* $2.50.

Mar. 5. "Smirt" is the average man, who explores all sides of life and experience shamelessly and fully—in his dreams. A novel.

WHILE ROME BURNS, by Alexander Woollcott. *Viking Press,* $2.75.

Mar. 5. A collection of the best writings of a favorite raconteur. Publicity will tie up with his radio broadcasts and there will also be a full-page ad. in *The New Yorker* where his "Shouts and Murmurs" appears. Show cards and advertising will use cartoons of the author by famous artists.

Out This Week

DAYS WITHOUT END, by Eugene O'Neill. *Random House,* $2.50.

This drama of religious faith in which the leading character is played by two actors was recently produced in N. Y. by the Theatre Guild.

FROM THE FIRST TO THE SECOND FIVE YEAR PLAN. *International Publishers,* $1.50.

Stalin and seven other leaders of the Soviet government sum up what has been accomplished in Russia and what is still to be done.

THE GALLOWS OF CHANCE, by E. Phillips Oppenheim. *Little, Brown,* $2.

A full length story of mystery and adventure in Oppenheim's best style.

GLASS, by Howard Stephenson. *Kendall,* $2.50.

A farmer's fight against industrialism at his gates. The setting is Toledo. The author will make personal appearances throughout the mid-West.

JUST PLAIN LARNIN', by James M. Shields. *Coward-McCann,* $2.

A novel based on the public school system in an American city. Circulars addressed to teachers, parents, clubwomen, etc., available.

Market News

Out This Week—(Continued)

LENIN, by Ralph Fox. *Harcourt, Brace,* $2.	A complete biography based upon accurate documentation, by a man who knows the Soviet Union intimately.
MORE FUN IN BED, ed. by Frank Scully. *Simon & Schuster,* $2.	A large poster-container that will hold both this and "Fun in Bed" available. The first book has sold 20,000 copies.
MOSCOW, 1911-1933, by Allen Monkhouse. *Little, Brown,* $3.50	The memoirs of the British engineer who was tried by the Soviets last year for espionage and sabotage.
THE NEW PIONEERS, by James R. McCarthy. *Bobbs-Merrill,* $2.50	The author traveled all over the United States, talking to people in all walks of life to get their reactions to the New Deal.
PASSION'S PILGRIMS, by Jules Romains. *Knopf,* $2.50.	Everyone who bought the first volume of "Men of Good Will" will want this second one.
ROMAN ROUNDABOUT, by Amelie Posse-Brazdova. *Dutton,* $3.	The Roman sojourn of two Czech expatriates. By the author of "Sardinian Sideshow."
RUSSIA TODAY, by Sherwood Eddy. *Farrar & Rinehart,* $2.50.	A survey of the Soviet Union by an American observer.
THE STATE VERSUS ELINOR NORTON, by Mary Roberts Rinehart. *Farrar & Rinehart,* $2.	A romantic novel, telling of Elinor Norton's life and how she was driven to murder.
ULYSSES, by James Joyce. *Random House,* $3.50.	The complete and unabridged text. Large advertising appropriations for this and "Days Without End" in N. Y. papers and national magazines.
WASHINGTON AND THE REVOLUTIONISTS, by Roger W. Babson. *Harper,* $2.50.	Recovery policies with which Mr. Babson is now in sympathy and sketches of the leaders in Washington today.
WILFUL AND PREMEDITATED, by Freeman Wills Crofts. *Dodd, Mead,* $2.	Elsewhere in this issue is a description of the promotion plans on the Dodd, Mead Red Badge detective stories.
WORK OF ART, by Sinclair Lewis. *Doubleday, Doran,* $2.50.	The advance sale to date is better than it was on "Ann Vickers" for the same period.

Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart,* $3.	Selling in its 315th thousand, 15,000 sold in two weeks.
THE MOTHER, by Pearl S. Buck. *John Day,* $2.50.	Second printing. Selling well everywhere.
THE THIN MAN, by Dashiell Hammett. *Knopf,* $2.	The best seller last week at N. Y., Philadelphia, and San Francisco stores reporting to the *Times.* Fiction leader at Brentano's, N. Y., and Kroch's, Chicago.
OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. *Bobbs-Merrill,* $2.50.	Continuing sales everywhere.
MEN AGAINST THE SEA, by Charles Nordhoff and James Norman Hall. *Little, Brown,* $2.	Fourth printing. Best sales in fiction last week at Miller's and Davison-Paxton's in Atlanta.
LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House,* $1.50.	Non-fiction leader at N. Y. and Atlanta stores reporting to the *Times.* First on the *Herald-Tribune* and Chicago *Daily News* lists. Best sales at McClurg's last week.
CROWDED HOURS, by Alice Roosevelt Longworth. *Scribner,* $3.	Eighth printing. Leader in Boston, New Orleans and St. Louis last week, according to the *Times.* Best in non-fiction at Carson, Pirie, Scott's, Chicago.
MORE POWER TO YOU! by Walter B. Pitkin. *Simon & Schuster,* $1.75.	First at three Washington stores in the *Times.* Best seller at Marshall Field's.
BRAZILIAN ADVENTURE, by Peter Fleming. *Scribner,* $2.75.	Five Chicago stores reported it first in the *Times* last week; second in N. Y., Washington and San Francisco.
THE MAN OF THE RENAISSANCE, by Ralph Roeder. *Viking Press,* $3.50.	Third on last week's *Herald-Tribune* best seller list.

Thoughts of a Book Traveler

ANONYMOUS

1933 WILL BE REMEMBERED BY THE BOOK TRADE for two things. The first is that for the first time in four years sales figures in the bookstores were ahead of the previous year. The second is that 1933 was "Anthony Adverse" year. The other day Dick May of F. & R. bet me that they would sell in excess of 25,000 copies in January and February. I hope that I lose, as every best seller helps the whole booktrade.

Christian Rönne, ex-Knopf traveler, is putting tremendous enthusiasm into R. H. White's department and has already learned that the Bostonians are very conservative in their book tastes. I'll be interested to learn how he came out with a special set of Dickens he was promoting. The Personal Book Shop people, Miss Hall and Mr. Campbell, have thumbs down on all sex fiction. Despite tradition Boston buys more sex fiction than either Philadelphia or Minneapolis—the latter is probably the most blue nosed of any large city in the country.

Bill Combie of the N. E. News has a droll wit and is one of the best News Co. buyers. I wish, though, he would buy more non-fiction. A curious thing about the Bookshop for Boys and Girls is that they always buy in odd quantities as 4's or 7's. Dragon of Old Corner is one of the most calculating buyers in the country examining every book carefully. He marks his catalogs and keeps his stock records in code.

Let me give I. Witkower of Hartford a tribute. He is not a publicity hound, little is heard of him around the trade. He stays on the job and saws wood. After four years of depression he discounts all bills, his store does a bang-up job in selling all types of books, he has a swell rental library—the best I have seen in any bookstore—and does not consider himself a big shot. Hartford has more banks than cigar stores. Miss Thune at G. Fox has a well-run book department—it is a shame it is not on the street floor but is being enlarged and refurnished.

The bright spot in Providence is the News Co., presided over by Warren G. Hall. This branch does more business than Detroit, Cleveland, Pittsburgh, St. Louis, Cincinnati, or St. Paul, yet Providence is a city of only 250,000 and is just an hour out of Boston and about three hours from New York. It shows what can be done by a News Co. in a small city. Providence needs a bookseller of Witkower's type.

I always like to call on Schenck of Hunting's. He always tells me of some forthcoming dark horse that later becomes a best seller. Few people know that "The Real Mother Goose" was his idea. Dick Burhoe of the Springfield News Co. does a swell job. I wish that Johnson's Bookstore of Springfield would buy direct from the publishers instead of dealing exclusively with the jobbers. If all booksellers bought from jobbers, I, and a bunch of others, would have to start a parade of the publishers' offices for new jobs.

Philadelphia is a hard city in which to sell. I have made it as frequently as I have my other cities yet for some reason I just don't seem to be able to get as close to the buyers there as elsewhere. Individually the buyers are swell people, and the city is a good book town. I was glad to learn of Ken McCormick's promotion. Dan Longwell should find him a real aid. My hunch on Philly is that Strawbridge's department under Mrs. Kooker is going to be increasingly important.

"Mellonville" has shopping districts 10 blocks apart. After shuttling back and forth between these all day I am worn out. The taxi rates are the highest here of any city I cover. Could the Mellons own the taxis, too? Joe Estabrook of Horne's and Billy McGhee of Kaufman's are two of the best book buyers in the country yet are totally different. Joe is short, stocky, and pugnacious—a terrific driver of himself and his force. When he gets behind a book it goes into tremendous figures. He is not a desk man and keeps a minimum of records.

Billy McGhee is a slender, canny Scot with a delightful sense of humor and a calm disposition. He has the most accurate stock records of any buyer in the country and does a marvelous remainder job. If asked how business is he will say 6.7% ahead of last year or some other exact percentage. On the

general run of books the two men more often than not buy exactly the same amounts.

Cleveland is a good book city. Smaller than Detroit it is good for three times as much business. Both cities have been hard hit by bank failures and high finance. Burrows Bros. is one of the best book outlets in the country and despite frozen deposits have continued to discount all bills. Charlie Jackson has both good book judgment and good business sense. On the first trip of the year the salesman learns how many markdowns have had to be taken on his books the last year. A salesman can load Jackson only once. Most buyers keep no record of markdowns by publishers so are stuck repeatedly by the same man yet never know it. Korner and Wood have the most beautiful bookstore in the country. I have never seen better table displays than at Higbee's. My belief is that publishers can look for more and more business from Higbee as long as Gertrude Jaster stays on the job. That young lady is on her toes and is going places.

Detroit wins without competition the unenviable distinction of being the worst book city in the U. S. Think of it! A million and a half people with a large metropolitan area yet only a fair News Co. branch, J. L. Hudson's, and the Doubleday shop in the Fisher building. It always seems to me that Hudson could do more with trade books; as it is they must be about the biggest Grosset outlet in the country.

The Fair put new pep into Chicago. It had the first pick-up of any large city under the New Deal. Marshall Field's exhibit of the Davison bronzes of the leading Doubleday authors was very impressive. I told a couple of buyers about it so I may see them somewhere else on my next trip. Goodpasture of Brentano's is happy now that he can order books and be sure of getting them. Mr. Kroch is very sensible in letting Brentano keep its identity and letting "Goody" buy separately. "Goody" believes that dollar books and remainders have ruined the stock business of bookstores and until publishers see the light and stop selling books to the dollar houses and stop selling plates to remainder houses the bookstores in smaller cities will continue to have an almost hopeless struggle.

Mr. Kroch despite his additional burdens of managing the three Brentano stores is still doing his own buying and still does a lot of personal selling; incidentally, he is the most dogmatic buyer I encounter. Some travelers don't like the way he passes so many minor items, but all travelers wish that there were more buyers like him who are not afraid to buy 100 of a book months after publication if they see sales possibilities left in the title.

I like Kroch's mass displays of a large number of titles, extending from the base of the window up to the ceiling. John Kidd uses this style, as do some other booksellers. No convention of window display experts would ever grant a gold medal for this type of window but they do sell books better than any other type.

Ralph Henry of Carson's is one of the best, if not the best, merchant of all department store book buyers. He has a minimum of plugs and a remarkably clean stock. For years he has been keeping accurate stock records and has been using them. Ralph was the first department store buyer, I understand, to see the big merchandising possibilities in stamps and was the inventor of the dollar packet of stamps. He does a swell job with remainders, and he told me that he usually has the remainders spread out in the marking room when they come in and has his assistants mark them at what they think they are worth. Frequently this brings an extra markup, as when buyers do their own marking they have a tendency to adhere too closely to their cost. I spoke to P. J. Sefranka of Famous Barr about this—he, too, does a swell remainder job—and he said he would not follow such a system, as he finds that assistants have a way of trying to flatter the buyer, so on remainders, as on everything else, the experts disagree.

Thomas Moran of Western News is a cagy buyer. He refuses to plunge on new authors and on slow-selling authors, but he does reorder quickly and often. I like the News Co. buyers' attitude toward plugs. They never cry about them, but it takes a magician to stick them twice. Kendall of McClurg's has the best poker face in the book business. A salesman uses all of his eloquence and then goes back to his hotel. The next day a messenger delivers the order and then he can see in black and white the power of his oratory. The suspense is terrible.

Milwaukee is a poor farm of bookselling. Before going to Milwaukee I always thought

that socialists were book readers but they don't seem to be. As I write this with sub-zero weather in New York I shiver when I think of being up in the twin cities in a couple of weeks. I will have to get my red flannels out of the moth bags. When going in to see Tunnell of the Minnesota News the salesman has to fall over a table of books arranged by publishers. Tunnell is a sport in letting the salesman sit at his desk instead of having him stand beside the plugs he sold him on the last trip. The St. Paul Book and Stationery Co. is one of the big bookstores in the country. Mr. Gordon buys and sells a lot of the heavier non-fiction titles, and is not afraid to buy a quantity of the better books.

I was sorry to learn of "Doc" Wells death. I saw him on 3 o'clock of the last day he was on the job. He looked as well and chipper as I have ever seen him. He certainly neither looked nor acted his 67 years. Minneapolis just won't buy any books with a strong sex theme. Mrs. Dorothy Woods of Donaldson's is doing a swell job yet buys books and a half-dozen other things. She took the department over a little over a year ago, without any previous book experience, and has made it hum. She has a remarkable sixth sense as to what will sell and what won't and is one of those buyers who encourages the salesman to tell the absolute truth about his books and will play ball with him if he does. The last time I was there she sold me a book! It is the first time I have paid full retail price for a $2 book in many years. Mrs. Winding of Dayton's has one of the best juvenile sections in the country.

St. Louis has a weak News Co. branch, but Leo Weber has done a lot to bring it up in the year he has been on the job. Guy Turner is the only Doubleday buyer I meet who does a first-class job with the books of all publishers. He passes most of the minor non-Doubleday fiction, but how he goes after major fiction and all good non-fiction! He has read everything worth while and is always telling me of a half-dozen books I should read. Guy is one of the top-notch book*sellers* in the U.S.A. He jumps at a chance for a special mailing on any book that has appeal for a special group. Last summer I liked his stunt of placing in his lobby a rack of 25¢ books and he got grand results. Few shops encourage browsing to the extent his does.

Ben Riker is doing a swell job with Ayres of Indianapolis. He likes the store, and the store likes him, and Ayres has one of the best book departments in the country. Stewart's is looking up now that it is adequately financed. I always get an intelligent order from the Indiana News. I am always impressed that the Indiana News Co. is one of the best managed of all News Company branches.

Cincinnati has the best hotel at which I stop—the Netherlands-Plaza. A swell room for $3 with all of the gadgets travelers like, and good food at reasonable prices. I am glad that John Kidd now has full ownership of his store. I hope that he will soon get back to his old plan of buying and selling in big quantities. James Book Store always buys my non-fiction well, and the News Company in Cincinnati does a very good fiction job.

Adam Wins the Apple!

Burger Scores Heavily in Traveler's Popularity Contest

ALL IN THE SPIRIT of good clean fun we submitted to a number of booksellers a little questionnaire designed to give them an opportunity to name their favorite travelers. The results were somewhat startling. Apparently *all* travelers are favorites, which is perhaps just as it should be. However, even though no one rolled up any impressive totals, we offer the results here, meaning no offense.

Adam Burger, we found to be the most versatile, being nominated by one or more booksellers in each of 11 categories, Ed Ziegler came next with a vote or votes in each of 10 headings, while George Seiffert and John Mullin came in third, as far as versatility goes, with nominations in 8 groups.

Marcus Burdick, Harrison Leussler and Fred Nunan each received the unqualified vote of one bookseller (a different one in each case) straight across the board. One bookseller nominated Santa Claus as the gentleman who kept his appointments most often and another assured us that story-telling was a lost art. Twenty-four different travelers were chosen as being best informed on the trade; 23 as being best informed on their own list and 22 as being best dressed. It was hardest to find a pessimistic traveler, and easiest to discover the most entertaining. According to a great many booksellers who appended foot-notes to their answers the whole bunch of travelers is a swell lot. We aren't surprised.

1. *Best Looking*—Henry Houghton (Houghton Mifflin)—3; Edw. D. Bergen (Dodd, Mead-Stokes)—2; Howard Kinsey (H. C. Kinsey & Co.)—2.

2. *Most Likely to Succeed*—Storer Lunt (W. W. Norton)—3; Hastings Harcourt (Harcourt, Brace)—2.

3. *Most Entertaining* — Adam Burger (Harper)—8; Storer Lunt (W. W. Norton)—2.

4. *Best Entertainer* — Adam Burger (Harper)—5.

5. *Most High Pressure*—George Amis (Harcourt, Brace)—6; Henry Loiseaux (Garden City)—2; Joe Greene (Little, Brown)—2; Ross Baker (Bobbs-Merrill)—2.

6. *Best Read*—Pete Early (Harper)—3; Cecil Scott (Macmillan)—3; Cortland Fitzsimmons—2 (Viking)—2; John Bell (Longmans, Green)—2; Silas K. Peavy (Macmillan)—2.

7. *Best Dressed*—George Sieffert (Doubleday)—2; John Mullen (Knopf)—2; Ed Ziegler (Doubleday)—2; Henry Houghton (Houghton Mifflin)—2.

8. *Most Truthful*—Stanley Walker (McBride)—3; Larry Hoyt (Simon & Schuster)—2; George Hecht (Doubleday)—2; E. W. Luckman (A. J. Holman Co.)—2; Albert S. Knapp (Charles Scribner's Sons)—2; Cecil Scott (Macmillan)—2; John Sommer (Putnam)—2.

9. *Wittiest*—Adam Burger (Harper)—5; Albert Mitchell (Dutton)—2.

10. *Keeps Appointments Most Often*—W. T. Hopkins, Jr. (Doubleday)—3; Silas K. Peavy (Macmillan)—2.

11. *Most Pessimistic*—Carleton MacMackin (Dutton)—2; Leon Welker (Appleton-Century)—2.

12. *Most Optimistic*—Wilbur Goubeaud (Publishers' Agent)—2; William Corrigan, Jr. (Morrow)—2; Joseph Consolino (Publishers' Agent)—2; George Sieffert (Doubleday)—2; Ed Ziegler (Doubleday).

13. *Best Informed on List*—Silas K. Peavy (Macmillan)—3; C. C. Schepmoes (Oxford)—2; George Amis (Harcourt, Brace)—2; Manley Jones (Houghton Mifflin)—2; Wilbur Goubeaud (Traveler's Agent)—2.

14. *Most Subtle*—John Mullen (Knopf)—2; Walter McKee (Knopf)—2; Pete Early (Harper)—2.

15. *Best Informed on Trade*—Melville Minton (Putnam)—2.
16. *Best Correspondent*—Storer Lunt (Norton)—3; Melville Minton (Putnam)—3; Philip Hodge (Farrar & Rinehart)—3.
17. *Most Imagination*—Dick May (Farrar & Rinehart)—2.
18. *Knows Most Gossip*—Arthur Thornhill (Little, Brown)—5; Ross Baker (Bobbs-Merrill)—2; Nevin Stevenson (Dodd, Mead)—2.
19. *Best Raconteur*—Si Peavy (Macmillan)—2; Percy Loring (A. & C. Boni)—2.
20. *Best Sport*—George Sieffert (Doubleday)—2.

Who Are They?

These gentlemen were book travelers. They met one day in 1892 at the Palmer House in Chicago and had their picture taken. Several of the men in the picture are now well-known heads of houses, many have made their mark in the booktrade, many have already passed on. The Publishers' Weekly *has in its possession a keyed copy of the above photograph and, in the name of Auld Lang Syne, will give honorable mention to the three persons connected with the booktrade who will, before February 15th, send in the most nearly correct keyed list identifying the men shown in the picture. How good is your memory? Here's your chance.*

Who's Who Among the Travelers

The Abingdon Press

Travelers:

HARRY F. KEISER (New England).
W. N. EDWARDS (East).
W. C. PRICE (West and South).
J. J. RITT (Michigan).
E. R. HENDRIX (Chicago and North West).

Henry Altemus Co.

Travelers:

A. M. MACMILLAN (Principal cities of West and East, Boston to Kansas City).
A. G. ZERBE (Pacific Coast, Denver, West).
A. O. MORSE (Smaller cities in the East).

American News Company, Inc.

Travelers:

MILTON G. LANPHEAR (New York City and Brooklyn, large accounts).
ALBERT I. SCHWARTZ (New York City, Brooklyn and Richmond).
RAYMOND B. MCGOVERN (Bronx and Westchester).
A. W. MCCONKEY (New Jersey).
PHILLIP BOOS (Brooklyn, Queens and L. I.).

American Technical Society

Traveler:

D. N. MCCARL (General).

D. Appleton-Century Company, Inc.

Travelers:

G. E. CURRAN.
EMIL HEIKEL.
R. A. MACDONALD.
LEON WELKER.
J. T. WITSIL.
JOHN F. WINTERS.
F. A. CLINCH.
RYERSON PRESS (Canadian Agent for Trade Publications).

The Baker & Taylor Co.

Travelers:

HARRY HASS.
E. F. LA FONTAINE.
WILLIAM S. MCKEACHIE.
GEORGE F. RITTENHOUSE.
F. J. SHORT.

Robert O. Ballou, Publisher

Travelers:

WILLIAM F. HOBSON (West Coast and Southwest).
EDWARD J. FLYNN (Chicago and Middle West).
E. A. FRAHM (South).
ARTHUR TREBLE (New England, Baltimore, Philadelphia, Washington, etc.).
JOSEPH P. CLARK (New York City).

Barnes & Noble, Inc.

Traveler:

A. N. FOX, Glen Ellyn, Ill.

The Beacon Press, Inc.

Travelers:

GORDON MANTHORNE (New England, exclusive of Conn.).
M. C. GODKIN (Atlantic Seaboard: Connecticut to Washington).
J. DONALD JOHNSON (Chicago and Middle West).

Blue Ribbon Books

Travelers:

JOSEPH V. CARROLL (Principal cities New England and Middle West).
JOHN D. HURDON (New York, Philadelphia, Washington, etc.).
LLOYD PASSAGE (New England and Long Island).
WILLIAM POOLE (New York City).
JOHN D. CHASE (Far West).
JOHN HATFIELD (Middle West).
EDWARD A. HODGE (Middle West).
HENRY HALL (Pennsylvania).
HENRY K. YOUNG (N. Y. and New Jersey).
H. E. YEAKLE (South).
FREEMAN LEWIS (New York City).
MCCLELLAND & STEWART (Canada).
HENRY M. SNYDER (Far East).
HAMISH HAMILTON (London & Europe).
WATSON SPEYER (Bermuda & Caribbean).

Bobbs-Merrll

Travelers:

HOBART T. OLSEN (N. Y., Boston, Phila.).
R. G. BAKER (Chicago, Cleveland, Pittsburgh, Rochester, Buffalo, Springfield, Washington, Baltimore, Trenton, Wilmington, Detroit, New York City).
L. W. HARVISON (Kansas City, Southwest and Pacific Coast).
A. H. HEPBURN (Middle West and Southeast).

Albert & Charles Boni

Travelers:

PERCY A. LORING (Sales Manager) (Larger cities in the East and larger accounts in New York City).

WALLACE W. WACHOB (Pacific Coast).

JAMES L. CROWDER (Middle West).

MELRICH V. ROSENBERG & CO. (Southern States, smaller cities in the Middle West and New England).

GEORGE J. MCLEOD, LTD. (Canada).

HENRY HORWOOD (Europe).

HENRY M. SNYDER (The Orient).

Milton Bradley Co.

Travelers:

GEO. M. FOX (Pacific Coast).

D. M. PROCTOR (Central West).

H. A. WOODWARD (East).

W. R. WALKER (South).

W. D. HIMSEL (New York Representative).

A. L. Burt Company

Travelers:

E. F. BURT (New York City, Brooklyn and Newark).

EDGAR W. PORTER (Chicago, Pittsburgh and large cities in the Middle West).

HARRY A. SMITH (Pacific Coast).

THOMAS W. HURLEY (New England).

HENRY O. HOUGHTON

Representing Houghton Mifflin Co.

Mr. Houghton is a Harvard graduate and was first employed by the Washington Press, Inc., in Boston. He joined Houghton Mifflin in the fall of 1925, selling trade books in the Middle West and South. In 1928 he became the resident salesman in Boston and New England.

CLARENCE E. JORDON (West and North West except Pacific Coast).

R. U. CARRUTHERS (South West).

JOHN R. HATFIELD (Ohio, Indiana, Illinois and West Virginia).

F. T. J. NUNAN (Territory covered by New York Central and Lake Shore Railroads and Upper Michigan).

M. L. ARNALL (South East).

HENRY K. YOUNG (Philadelphia, New Jersey and Northern New York other than the towns on the New York Central Railroad).

GEORGE J. MCLEOD, LTD. (Canadian Agents).

HARRY BAUER (New York City, Baltimore and Washington, D. C.).

E. A. KERRY (New York City, Bronx and Westchester Counties).

HARRY O. BURT (New York City).

J. P. GEISSLER (Chicago).

ALBERT M. TRACY (Long Island, Brooklyn, N. Y.).

Chelsea House

Travelers:

O. F. LARSON (New England States).

A. E. FROST (New York State and New Jersey).

J. T. WILLIAMS (Pennsylvania, Ohio, Michigan).

S. S. THORPE (Illinois, Wisconsin, Minnesota).

J. S. WHITHAM (Iowa, Nebraska, Missouri).

J. G. WILSON (Northwestern States).

M. J. HANCHETTE (Southwestern States).

B. B. FRANCIS (Southern States).

A. WHELPLEY (Missouri, Kansas, Colorado).

THOS. R. BEST (Pacific Coast States).

JOHN A. CHARLTON (Sales Manager, New York).

Edward J. Clode

Travelers:

MICHAEL S. MILL (New York City, Philadelphia, Boston and New England).

EDWARD J. FLYNN (Principal Mid-Western Cities).

E. K. BAKER (West Coast).

Cokesbury Press

Travelers:

JOSEPH V. PILKINGTON (Religious and General booktrade).

CECIL D. JONES (Religious and General Booktrade).

Wm. Collins Sons & Co., Ltd.

Travelers:

D. CAMPBELL (New York City, Boston, Philadelphia, Baltimore, Washington).

A. E. FRAHM (South, New England).
GEO. SULLY (Principal cities Middle West).
JAMES R. HOUSTON (Pacific Coast).

Columbia University Press

Travelers:
DONALD PORTER GEDDES (Sales Manager).
JOSEPH A. DUFFY, JR.

Congregational Publishing Society (The Pilgrim Press)

Travelers:
CARROLL E. WHITTEMORE (East, Middle West, South, Southwest and Canada).
FORREST C. FINLEY (Chicago, Nashville, St. Louis and West Coast).

Covici, Friede Inc.

Travelers:
JOSEPH A. MARGOLIES (Middle West, New York City).
DONALD S. FRIEDE (New England, Rochester, Buffalo, Pittsburgh, Baltimore, Washington, New York City).
ROBERT S. RAU (Philadelphia, Trenton, New York City).
CARL J. SMALLEY (Pacific Coast).
MELRICH V. ROSENBERG & COMPANY (South, Small towns in Middle West, and New England).
HENRY M. SNYDER (The Orient).
GEORGE J. MCLEOD, LTD. (Canada).

Coward-McCann, Inc.

JAMES A. MCCANN (Boston, New York, Philadelphia).
JOHN W. SOMMER (South and Middle West).
JAMES V. MALLOY (Pacific Coast).
F. H. HETTINGER (New England).
J. L. NERNEY (Larger Cities in Middle West).
HENRY M. SNYDER (The Orient).
LONGMANS GREEN & CO. (Canada).

The Thomas Y. Crowell Co.

Travelers:
GEORGE R. HOBBY.
ERNEST J. BUNCE.
ROBERT L. CROWELL.
J. R. WHITTAKER.

Cupples & Leon Company

Travelers:
H. M. CALDWELL (Pacific Coast).
M. F. GALLON (Large Cities and New England).
WALTER T. LEON (New York City).
A. E. FELLER (New York City).
C. Z. HELLER (South and Middle West).

WALLACE WACHOB

Representing four publishers

Born in Southern California in the late '80's. Left high school in 1903 to work for C. C. Parker. Served successively and sometimes concurrently as stock boy, delivery boy, receiving clerk, shipping clerk, janitor, porter, checking and marking clerk, salesman and collector. After short engagements with Paul Elder and Fowler Brothers, went to Raphael Weill in fall of 1909. Left there in January 1918. Since then has represented several publishers in Pacific Coast and Southwest territory. Has a passion for old hats, which when removed leave an impression of nudism. Exclusive features: Only Native Son traveling Coast for publishers; oldest book traveler in territory from point of continuous service; only free lance publishers' representative maintaining an office on the Coast.

C. W. WALLACE (Middle West, Pennsylvania, New York State and New England).
HENRY M. SNYDER (The Orient).

DeVorss & Co.

Travelers:
DOUGLAS K. DEVORSS.
DON SCRIVENER.

Lincoln MacVeagh (The Dial Press)

Traveler:
EDWARD J. VASS.

Dodd, Mead & Co., Inc.

Travelers:
HOWARD C. LEWIS (Sales Manager).
J. RUSSELL LEWIS (N. Y., Boston and Phila.).
JESSE CARMACK (Pacific Coast).
EDWARD D. BERGEN (Chicago, Midwest).
NEVIN J. STEVENSON (South).
CURTIS H. BROWNLOW (New York, & New England).

EDWARD H. DODD, JR. (New York City).
HENRY M. SNYDER (The Orient).
H. A. HORWOOD (Europe, except England).

M. A. Donohue & Co.

Travelers:

WM. J. BYRNES (Eastern Territory and Middle West).
L. M. LEVY (New York City, Eastern States).
M. J. MACLEAN (Canada).
JOHN COYLE (Middle West and Pacific Coast).
GEORGE LEE (Southern States).

Dorrance & Co., Inc.

Travelers:

W. H. DORRANCE (Sales Manager).
HUGH S. ELLIOTT (Pacific Coast).
WILLIAM C. ROBINSON (Middle West and East).

Doubleday, Doran & Company

Travelers:

F. C. HENRY (Sales Manager).
G. V. SEIFFERT (New York, Boston and Philadelphia).
E. H. ZIEGLER (Buffalo, Rochester, Chicago, Detroit, other larger Middle West cities).
W. A. BRITTON (Pacific Coast).
W. T. HOPKINS, JR. (New England, smaller New York State and Pennsylvania).
G. A. HECHT (Smaller New York City, New Jersey, South and smaller Middle West).
C. O. CHISHOLM (Junior Books).

Duffield & Green

Travelers:

GEORGE W. STEWART (Sales Manager, Metropolitan District, New England, Baltimore, Philadelphia, Washington).
JAMES L. CROWDER (Chicago and Middle West).
WALLACE WACHOB (Pacific Coast).
SUMNER H. BRITTON (South).

E. P. Dutton & Co., Inc.

Travelers:

CHARLES G. GIFFIN (Chicago and West Coast).
ALBERT P. MITCHELL (New York City, Boston, Philadelphia).
JAMES F. HEIDELBERGER (New York City and Eastern States).
CARLETON E. MCMACKIN (New England and Middle West).
JOHN D. MCGREW (Educational and Library Books).
ARCHIBALD G. OGDEN (Everyman's Library and Special Accounts).
CARL J. SMALLEY (Middle West and West Coast).
MELRICH V. ROSENBERG & CO. (South, Middle West and part of New England, Smaller cities of Middle West).
H. H. WEINSTOCK (Smaller cities of New England).
MCLEAN & SMITHERS (Canada).
H. A. HORWOOD (Paris, Berlin and other Continental cities).

Farrar & Rinehart, Inc.

Travelers:

PHILIP G. HODGE (Sales Manager) (New York City, Boston, Springfield).
DAVID BRAMBLE (Chicago, Pacific Coast).
RICHARD G. MAY (New York City, Philadelphia, Washington, Baltimore, Wilmington, Middle West).
GEORGE O'HARA (New York City, New Jersey, New England).
GORDON E. MAY (New York State, Pennsylvania).
MELRICH V. ROSENBERG & CO. (South, Middle West).
ELLIS K. BAKER (Far West).
OXFORD UNIVERSITY PRESS (Canada).
HENRY M. SNYDER (The Orient).
H. A. HORWOOD (Paris).

Funk & Wagnalls

Travelers:

A. M. FLETCHER (Greater New York and Middle Western Cities).
ARTHUR J. CROWLEY (Eastern States).
GEORGE W. JONES, JR. (Boston, Philadelphia and other larger Eastern cities).

Sam'l Gabriel Sons & Co.

Travelers:

J. SIDNEY ADAMS (New England).
T. K. BAGSTER (Australasia).
HAROLD A. CLARK (Greater New York, New York State and New Jersey).
CHARLES A. CONRATH (New York and Pennsylvania).
B. A. GABRIEL (Middle West and Canada).
HENRY M. SNYDER (Hawaii and the Orient).
CHAS. Z. HELLER (South and Middle West).
C. W. WALLACE (Middle West).
R. O. FRANCKE (Pacific Coast).

Greenberg, Publisher, Inc.

Travelers:

ROBERT SIMON (New York and Middle West).

N. WARTELS (New England).
JOHN T. HOTCHKISS (Pacific Coast).
W. F. GOUBEAUD (South).
GEORGE J. MCLEOD, LTD. (Canada).
HENRY SNYDER (Orient).
H. A. HORWOOD (France).

Hale, Cushman & Flint, Inc.

Travelers:

LYMAN M. HUTCHINS and R. W. KENDALL (New England States).
ARTHUR E. WETHERBEE (travelling out of Hale, Cushman & Flint's branch office, 489 Fifth Avenue) (New York and vicinity, Philadelphia, Washington and large cities in New York State to Buffalo).
R. W. KENDALL (Pennsylvania, the remainder of New York State and Middle West).
R. A. SHIRLEY (South).
LEE P. MERRILL (Pacific Northwest).
MRS. S. S. GLASS and J. P. BOLTON (San Francisco area).
J. P. BOLTON (Southern California).

C. S. Hammond & Co.

Travelers:

GEORGE M. DAVIS (East and Middle West).
ROBERT S. HAMMOND (Special).
JOHN STRNAD (South and Pacific Coast).

LLOYD PASSAGE

Representing Blue Ribbon Books

"Luke" Passage joined the sales staff of Harcourt, Brace in 1925 and went over to Blue Ribbon when the latter firm was founded. He is a graduate of Iowa State and Cornell and has always wanted to be a farmer. His wife, Marcia Passage, is manager of the Doubleday Sunwise Turn Book Shop.

GEORGE W. STEWART

Sales Manager of Duffield & Green

Mr. Stewart began ten years ago as night manager at the Doubleday Penn Terminal Book Shop. He has sold for Macmillan, and Harcourt, Brace. For three years he was manager of the Oxford University Press Trade Department, joining Duffield & Green in 1931.

Harcourt, Brace & Co.

Travelers:

GEORGE W. AMIS (Boston, Philadelphia and larger cities Middle West and East).
JOHN D. CHASE (Pacific Coast).
WILBUR F. GOUBEAUD (South and Second Cities Middle West).
HASTINGS HARCOURT (New York City and New England).
GEORGE J. MCLEOD, LTD. (Canada).
H. M. SNYDER (Far East).
HENRY A. HORWOOD (Continental Europe).
AUGUST H. GEHRS (Sales Director).
JOSEPH CONSOLINO (New England).

Harper & Brothers

Travelers:

A. W. BURGER (Sales Manager).
P. H. EARLY (Chicago, Detroit, Cleveland, Philadelphia, St. Paul, Minneapolis, etc.).
J. D. BLAKE (Pacific Coast and all cities west of Kansas City, Mo., including Texas).
WILLIAM H. ROSE, JR. (Baltimore, Washington, Pittsburgh, Cincinnati, Columbus, St. Louis, etc.).
A. C. MARPLE (South and Middle West).
WILLIAM T. EMMET (New England, New York State, Pennsylvania, New York City).
E. R. BUELL (New York City).

EUGENE EXMAN (Head of Religious Book Department).
A. J. LAWLER (Religious Book Department).
H. M. SNYDER (Orient).

Harter Publishing Company

Travelers:
J. WARREN WILEY (East).
PAUL SCHMIDT (West Coast).
R. M. FORESTER (State of Georgia).
F. G. BLUMENTHAL (State of Louisiana).
WM. SHEPARD (State of Texas).
R. E. PARKER (New England States).

Harvard University Press

Traveler:
WILLIAM WARREN SMITH, JR.

Norman W. Henley Publishing Co.

Travelers:
ROBERT O. BALDWIN (Coast and West).
LOUIS LANDAU (East).

A. J. Holman Co.

Travelers:
A. J. HILT.
E. W. LUCKMAN.
A. L. MORSE.
W. M. ALLEN.
I. L. HOBDEN.

Henry Holt & Co.

Travelers:
JAMES M. TERRELL (New York, Boston, Philadelphia, Chicago, large cities of Mid-West, and New England).
MELRICH V. ROSENBERG & CO. (Pacific Coast, South, Small towns of Mid-West and New England).
MCCLELLAND and STEWART (Canada).
H. A. HORWOOD (Continental Europe).

Houghton Mifflin Company

Travelers:
FRANK BRUCE (New York City and Philadelphia).
CLIFTON BRUCE (New York City).
HARRISON LEUSSLER (Pacific Coast).
HENRY O. HOUGHTON (New England).
HARDWICK MOSELEY (Middle West).
MANLEY H. JONES (East and Middle West).
LE BARON R. BARKER (South).
THOMAS ALLEN (Canada).
HENRY M. SNYDER (The Orient).
H. A. HORWOOD (European Continent).

Maurice Inman, Inc.

Travelers:
JOHN T. HOTCHKISS (Pacific Coast).

THOMAS F. MAHONY

Representing Frederick A. Stokes Co.

Mr. Mahony began with Stokes as a boy in 1909, receiving training in several departments. In 1917-18 he served with the A. E. F. in France. On his return he joined the Bobbs-Merrill sales staff, and was recalled to Stokes three years later as salesman. In succeeding years he has covered every territory in the U. S. In 1932 he was made sales manager and a member of the board of directors of Stokes.

MAURICE INMAN (Large cities, East, and Middle West).
NATHAN LADDEN (New York City).

The John Day Company Inc.

Travelers:
KENNETH H. MEEKER (Sales Manager).
HAROLD MORSE.
WALLACE WACHOB.
ROBERT BALDWIN.
JOSEPH V. CARROLL.
LLOYD PASSAGE.
EDWARD A. HODGE.
H. E. YEAKLE.
HENRY M. SNYDER (Far East).
HENRY A. HORWOOD (Europe).
GEORGE J. MCLEOD, LTD. (Canada).

Marshall Jones Co.

Travelers:
J. HUGO TATSCH (New York and vicinity).
RALPH E. SHIKES (Boston).
A. M. JONES.
ROBERT O. BALDWIN (Coast).

The Judson Press

Travelers:
JOHN W. BERSCH (East, South and Middle West).

WILEY J. SMITH (Southwest).
THOS. J. STRATTON (Manager of Sales).

Alfred H. King, Inc.

Travelers:

DAVID W. DUNLAP (Sales Manager) (New York, New England, large cities of Middle West, Philadelphia and Washington).
WILLIAM F. HOBSON (Pacific Coast).
W. F. GOUBEAUD (South).
ALFRED H. KING (New York City).

H. C. Kinsey & Company

Travelers:

J. V. MALLOY (Pacific Coast).
W. F. GOUBEAUD (South and small towns in the Mid-West).
H. M. SNYDER (The Orient).
H. C. KINSEY (Larger cities from Boston to Kansas City).
E. S. FOWKES (Canada).

Alfred A. Knopf, Inc.

Travelers:

JOHN J. MULLEN.
WALTER V. MCKEE.
LESTER SUGARMAN.
CHARLES FOSTER.
FLOYD H. NOURSE.
JOSEPH CONSOLINO.
WILLIAM F. GOUBEAUD.
H. M. SNYDER.

J. B. Lippincott Co.

Travelers:

HAROLD F. GARTLEY (New England, Baltimore, Washington, Richmond, New England and larger cities of the West).
WILLIAM P. YOUNG (Philadelphia and Pennsylvania east of Pittsburgh, Trenton and New Jersey towns, New York and New York central and Middle West).
ADAM PFLIEGER, JR. (South).
COPP CLARK CO., LTD. (Canada).
HERBERT M. GASKILL (Sales Director).

Little, Brown and Company

Travelers:

ALBERT W. STEVENS (Sales Manager) (Canada).
JOSEPH F. GREENE (New York City).
FRANK JONES (Larger cities of Middle West).
ARTHUR H. THORNHILL (Larger Eastern cities except New York City).
CLAYTON C. ADAMS (larger cities of South and Southwest, Far West and Pacific Coast).
PAUL C. LOIZEAUX (New England, New Jersey, Pennsylvania, New York State, with exceptions noted above).

Liveright Publishing Corporation

Travelers:

JAMES T. COLLINS.
LOUIS AUERBACH (Boston, Philadelphia, Baltimore, Washington and New York City).
JAMES L. CROWDER (Large cities in the Middle West).
LOUIS SOLOMON (South).
WILLIAM HOBSON (Pacific Coast).

Ray Long & Richard R. Smith, Inc.

Travelers:

EDWARD C. DELAFIELD, JR. (Sales Manager) (New York, Philadelphia, Baltimore, Washington, Boston, and the New England States).
JAMES L. CROWDER (Middle West).
ELLIS K. BAKER (Pacific Coast).
WILBUR F. GOUBEAUD (South).

ALFRED H. KING
Head of Alfred H. King, Inc.

Now thirty, Mr. King, youngest of publishing heads, has been selling the New York trade for four years. He learned the business as he sold, and attributes a large part of his book education to the buyers, particularly Harold Williams of the American News.

Longmans, Green & Co.

Travelers:

R. I. GARTON (Sales Manager).
A. A. ULRICH (Near Middle West and New York State).
ALLEN TROXELL (South).

W. G. Gordon (Pacific Coast).
H. A. Grant (Far Middle West and New England).
H. L. Ripperger (Chicago, near Middle West, New York City).
J. J. Bell (New York City and East).
D. Fullerton (Special).
H. M. Snyder (The Orient).
H. H. Weatherly (Special library).

Lothrop, Lee & Shepard Co.

Travelers:
Edward W. Jervis (Eastern cities, Chicago, and St. Louis).
William F. Hobson (Pacific Coast).

The Macaulay Company

Travelers:
John T. Hotchkiss (West of Denver).
Edward I. Furman (Middle West and large cities in the East).
Ralph Lull (New York and vicinity, New England States).

Robert M. McBride & Company

Travelers:
Stanley Walker.
Louis Solomon.
Henry M. Snyder.
George J. McLeod, Ltd.
Harry B. Dunlap.
Henry A. Horwood.

David McKay Co.

Travelers:
Alexander McKay (New York, Philadelphia, Boston).
F. F. Mattison (South, Middle West and New England).

McLoughlin Bros., Inc.

Travelers:
Geo. M. Fox (Pacific Coast).
D. M. Proctor (Central West).
H. A. Woodward (East).
W. R. Walker (South).
W. D. Himsel (New York Representative).

The Macmillan Company

A. J. Blanton (Sales Manager).
Travelers:
eastern territory (New York)
William P. Albrecht (Special Sales).
Thomas Cuthbertson (New York City).
J. H. Durgin (New York City).
Norman Berg (New York City, New Jersey, New York State).
Victor Campbell (New York City).
Jack Mell (New York City).
Silas K. Peavy (New York State, Pennsylvania, Washington, D. C., Virginia, West Virginia, Delaware, Maryland).
new england territory (Boston)
Cecil A. Scott (Sales Manager).
mid-western territory (Chicago)
Charles J. Trenkle (Sales Manager).
John G. Hamer (Large towns, Wisconsin, Kansas, Nebraska, Iowa, Missouri, Minnesota, Colorado).
K. B. Richards (Large towns, Michigan, Ohio, Indiana, Kentucky).
Ben L. Hume (Iowa, Illinois, Minnesota, North and South Dakota, Wisconsin).
W. H. Fairbank (Indiana, Michigan, Ohio).
western territory (San Francisco)
Louis Freedman (Sales Manager).
Elva Keith (Sales Promotion).
southern territory (Atlanta)
Jack Phillips (Sales Manager).
southwestern territory (Dallas)
Jack Phillips (Sales Manager).

Macrae Smith Company

Travelers:
D. L. Macrae (Principal cities, East and Middle West).
Ellis K. Baker (Pacific Coast).
Michael Mill (New England, New York City and vicinity, small accounts).

G. & C. Merriam Company

Travelers:
Harris W. Baker.
Ingham C. Baker.
Walton C. Baker.
Walter J. Clark.
I. E. McLaren.
Stewart Robertson.

Julian Messner, Inc.

Travelers:
Franklin Watts (Middle West).
M. V. Rosenberg & Co. (Coast, South, Middle West and New England).
Julian Messner (Larger cities of the East).
McLean & Smithers (Canada).
Henry M. Snyder (The Orient).

Minton, Balch & Co.

Travelers:
James A. McCann (Boston, New York, Philadelphia).
John W. Sommer (South and Middle West).
James V. Malloy (Pacific Coast).
F. H. Hettinger (New England).

J. L. NERNEY (Larger Cities in Middle West).
HENRY M. SNYDER (The Orient).
LONGMANS GREEN & Co. (Canada).

Modern Library, Inc.

Travelers:

BENNETT A. CERF (New York and the East).
JAMES L. CROWDER (Chicago, Middle West).
HENRY A. HORWOOD (European Agent).
DONALD S. KLOPFER (Large cities in East).
MELRICH V. ROSENBERG & Co. (The South and West).
MACMILLAN Co. (Canada).
HENRY M. SNYDER (The Orient).
HAROLD M. WOLFSON (South America).
WARREN P. WRIGHT (New York and Westchester).

William Morrow and Co.

Travelers:

WILLIAM B. CORRIGAN (Principal cities).
HURD WHITNEY (New England and New York City).
C. HALLIWELL DUELL (Washington and Baltimore.
WILLIAM F. HOBSON (Pacific Coast).
HENRY M. SNYDER (Far East).
JOSEPH S. CONSOLINO (New England and smaller cities New York State, Pennsylvania and New Jersey).
WILBUR F. GOUBEAUD (South and smaller cities Middle West).
McCLELLAND & STEWART (Canada).
HENRY A. HORWOOD (Continental Europe).

John Murphy Co.

Travelers:

FRANK HAAS (East and parts of the West).
HENRY P. MESSER (South).

National Publishing Co.

Travelers:

HARRY V. MEYER (New England, Middle Atlantic and Middle West).
C. S. REID (South).
E. C. L. NYE (West Coast).
W. M. THOMAS (Sales Manager).

Thomas Nelson & Sons

Travelers:

Educational

W. C. GORHAM (Pacific Coast).
F. J. HALEY (High Schools).
F. J. KELLY (North East and South).
W. R. KOHR, JR. (Middle West).

Trade

WILLIAM T. DICKERSON, JR. (Middle West east of Chicago and the South).

NORMAN S. BERG
Representing the Macmillan Co.

Mr. Berg, whose territory covers parts of New York State, New York City, Pennsylvania and New Jersey, has had a well-rounded experience in this field. He has been associated with the Macmillan Co. since 1925.

THOMAS F. MACLAREN (Central West and Pacific Coast).
HARRY W. TIETZ (Pennsylvania, New York, Ohio, Virginia, West Virginia, and New Jersey).

W. W. Norton & Company, Inc.

Travelers:

STORER B. LUNT (Boston, Philadelphia, Chicago and principal cities of the Middle West).
WALLACE WACHOB (Pacific Coast).
GEORGE J. McLEOD, LTD. (Canada).
HENRY M. SNYDER (Far East).
MELRICH V. ROSENBERG & Co. (The rest of the U. S.).

Orange, Judd Publishing Co., Inc.

Travelers:

GEORGE E. EIERMANN, JR. (Chicago and Middle West).
EDWARD P. VON GOGH (New England, Pennsylvania, Baltimore and Washington).
ROBERT O. BALDWIN (Pacific Coast and Far West).

I. & M. Otteinheimer, Baltimore, Md.

Travelers:

ISAAC OTTENHEIMER.
MOSES OTTENHEIMER.
A. M. SHEFFLER.

Oxford University Press

Travelers:

Educational

E. D. LYMAN (Pacific Coast).

H. C. FRANCIS (New England).

Bible

F. F. BAYER (Chicago and Middle West).

KENNARD G. KEEN, JR.
Representing Princeton University Press

Mr. Keen was graduated from Princeton in 1929, meeting the depression head on at graduation. After a year in a Philadelphia brokerage house he decided that almost anything would sell better than stocks and bonds and so joined the Princeton University Press, where he says he has since learned that no one is buying books either.

Trade and Bible

R. I. GARTON (Trade Sales Manager).

A. A. ULRICH (New York State, near middle West).

ALLEN TROXELL (South and New York City).

W. G. GORDON (Pacific Coast).

H. A. GRANT (New England, far middle West).

H. L. RIPPERGER (New York City and larger cities).

J. J. BELL (New York City and East).

D. FULLERTON (Special).

H. H. WEATHERLY (Special library).

L. C. Page and Company

Travelers:

JAMES T. COLLINS (New York and principal Eastern cities).

ALBIN P. ROCHE (Texas and adjoining states).

CLARENCE L. PUTNEY (New England and House Salesman).

S. J. REGINALD SAUNDERS (Canada).

The Penn Publishing Company

Travelers:

FRED KRAUSS (Pacific Coast and larger cities in South and Middle West).

ADAM W. PFLIEGER, JR. (Smaller cities in the South, Middle West, New York and New England).

CHARLES C. SHOEMAKER (New York and Boston).

THE COPP CLARK CO., LTD. (Agents for Canada).

Pitman Publishing Corporation (Isaac Pitman & Sons)

Travelers:

CALIFORNIA SCHOOL BOOK DEPOSITORY, San Francisco (Coast).

A. C. MCCLURG COMPANY, Chicago (Midwest).

SOUTHERN SCHOOL BOOK DEPOSITORY, Atlanta, Ga. (South).

TEXAS SCHOOL BOOK DEPOSITORY, Dallas, Texas (Southwest).

ROBERT S. LEETE & CO., Chicago, Ill.

J. R. HOUSTON (Coast), 2916 Sunset Place, Los Angeles, Calif.

TECHNICAL BOOK COMPANY, 432 Market Street, San Francisco, Calif.

M. C. GODKIN (Eastern).

The Platt & Munk Co., Inc.

Travelers:

ALEX. MUNK (Pacific Coast).

ARNOLD H. MUNK (Principal cities as far as Chicago).

CHARLES HELLER (South and Middle West).

C. W. WALLACE (Missouri, Kansas, Iowa, Nebraska, Wisconsin, New York State, New England.

S. S. DIAMOND (New York City, New Jersey, Pennsylvania, Long Island.

James Pott & Co.

Travelers:

FREDERICK W. HALLAM (Eastern cities).

WILLIAM L. MEZGER (Middle West).

ARTHUR J. ZERBE (Pacific Coast).

A. LE VAN ZERBE (Pacific Coast).

R. U. CARRUTHERS (Texas and Southwest).

RICHARD M. POTT (East and South).

Princeton University Press

Traveler:

KENNARD G. KEEN, JR.

G. P. Putnam's Sons

Travelers:

JAMES A. MCCANN (Boston, New York, Philadelphia).

JOHN W. SOMMER (South and Middle West).
JAMES V. MALLOY (Pacific Coast).
F. H. HETTINGER (New England).
J. L. NERNEY (Larger Cities in Middle West).
HENRY M. SNYDER (The Orient).
LONGMANS GREEN & Co. (Canada).

Rand McNally & Company

Travelers:

VICTOR E. WIKSTRAND (New England States, New York, Pennsylvania, New Jersey, Delaware, Maryland).
RAYMOND A. MCNALLY (Pacific Coast and Rocky Mountain States).
HAROLD H. FRIEDLANDER (Chicago and larger cities in Middle West).
WILLIAM SCHOENBERG (Central and Southwestern states).
PEARSON L. HERRINGTON (Central and Southeastern states).

Random House

Travelers:

BENNETT A. CERF (New York and large Eastern cities).
JAMES L. CROWDER (Chicago and the Middle West).
DONALD S. KLOPFER (New York City and large eastern cities).
MELRICH V. ROSENBERG & Co. (The South and West).

The Reilly & Lee Company

Travelers:

JAMES J. SMITH (East and New England States).
SAMUEL H. DARST (Large cities of the Central West).
CHARLES A. JOHNSON (The Pacific Coast, Colorado, etc.).
GEORGE J. LEA (Chicago, "Loop" District; Southern States, including Oklahoma, Texas, Michigan, Ohio, Pennsylvania).
ROLLIN B. FISK (The Dakotas, Minnesota, Wisconsin, Iowa, Nebraska, Kansas, Missouri, Illinois and Indiana).

Fleming H. Revell Company

Travelers:

J. A. BURNETT, JR. (Philadelphia, Boston, Toronto, South, Central West, Pacific Coast).
ALBERT E. BROWN (New England States).

Reynal & Hitchcock

Travelers:

JOSEPH V. CARROLL (Principal cities New England and Middle West).

H. DICKSON ASH
Representing the John C. Winston Co.

Mr. Ash has been with Winston since 1929. His hobby is the sea, and he is a member of the Naval Reserve. When not on the road or in Philadelphia he hies away to Atlantic City to get as close to the Ocean as possible. His favorite book is "Moby Dick."

JOHN D. HURDON (New York, Philadelphia, Washington, etc.).
LLOYD PASSAGE (New England and Long Island).
WILLIAM POOLE (New York City).
JOHN D. CHASE (Far West).
JOHN HATFIELD (Middle West).
EDWARD A. HODGE (Middle West).
HENRY HALL (Pennsylvania).
HENRY K. YOUNG (N. Y. and New Jersey).
H. E. YEAKLE (South).
FREEMAN LEWIS (New York City).
MCCLELLAND & STEWART (Canada).
HENRY M. SNYDER (Far East).
HAMISH HAMILTON (London and Europe).
WATSON SPEYER (Bermuda and Caribbean).

The Saalfield Publishing Co.

Travelers:

R. H. HENDRICK.
JOHN T. HOTCHKISS.
A. G. SAALFIELD.
BEN SPERO.
L. W. WYATT.
J. FOGLESONG.
R. G. BUCKALEW.

Charles Scribner's Sons

Travelers:

ALFRED BERGER.

HAROLD F. GARTLEY
Representing the J. B. Lippincott Co.

Mr. Gartley has been with Lippincott for over 20 years, with the exception of a short interval during the World War. He joined the firm as a stock boy and has held several inside positions. He began traveling in 1923 and has covered territory east of Denver.

MARCUS L. BURDICK.
HAROLD B. EARL.
STERLING GALT.
HENRY C. HOHNS.
ALBERT S. KNAPP.
WARD MCCLELLAND.
H. M. SNYDER.

Sears Publishing Company, Inc.

Travelers:

M. BRUCE HOVENDON (Manager of Sales) (Large Eastern and Central West Cities).
W. F. HOBSON (Pacific Coast, East to Denver).
W. F. GOUBEAUD (Southern States, West and North West).
JOSEPH CONSOLINO (New England, New Jersey, New York State and Pennsylvania).
EDWARD C. DELAFIELD, JR. (New York City).
GEORGE J. MCLEOD, LTD. (Canada).
T. C. LOTHIAN, LTD. (Australia, New Zealand and New South Wales).
F. D. MORTIMER (China and the Orient).

Simon & Schuster

Travelers:

RICHARD L. SIMON (New York City, Chicago, Cleveland, Detroit).
LAWRENCE W. HOYT (All-American roving center).
MELRICH V. ROSENBERG & CO., INC. (South and Smaller Cities in East and Mid-west).

Harrison Smith & Robert Haas, Inc.

Travelers:

HARRISON SMITH, CHARLES MOLLOY, EVELYN HARTER (New York).
CHARLES MOLLOY, MELRICH V. ROSENBERG & CO. (New England).
JAMES L. CROWDER (Middle West, Larger cities).
MELRICH V. ROSENBERG & CO. (Middle West, Smaller cities).
MELRICH V. ROSENBERG & CO. (South).
MELRICH V. ROSENBERG & CO. (Coast).

Frederick A. Stokes Company

Travelers:

THOMAS F. MAHONY (Sales Manager).
EDWARD G. LARSON.
GERARD BURKE.
EDWARD D. BERGEN.
NEVIN J. STEVENSON.
JESSE CARMACK.
CURTIS H. BROWNLOW.
HENRY M. SNYDER (Far East).
H. A. HORWOOD (Europe).

The Stratford Company

Travelers:

JACK S. KIRSHEN.
JOHN T. HOTCHKISS.

The Studio Publications, Inc.

Travelers:

JAMES R. HOUSTON (West Coast).
J. L. CROWDER (Middle West).
M. C. GODKIN (New England and states surrounding New York).

The University of Chicago Press

Travelers:

DONALD P. BEAN.
ROLLIN D. HEMENS.
GUY C. CRIPPEN.
ALBIN C. BRO.

Vanguard Press (Macy-Masius)

Travelers:

FRANKLIN WATTS (New England, Middle West).
JOHN HOTCHKISS (Pacific Coast).
WILBUR F. GOUBEAUD (South).

D. Van Nostrand Company

Travelers:

THOMAS R. FITZGERALD (Middle West and Pacific Coast).
ARTHUR G. HEANY (East).
HENRY M. SNYDER (Orient).

Viking Press

Travelers:

MACMILLAN CO. (Canada).
CORTLAND FITZSIMMONS (Middle West).
FLOYD NOURSE and staff (West).
MARSHALL MCCLINTOCK (East).
MELRICH V. ROSENBERG & CO. (South).
HENRY M. SNYDER (Far East).

Albert Whitman & Company

Travelers:

F. D. KNAPP (General Sales Manager).
ALBERT WHITMAN (East and West—special).
WILLIAM C. ROBINSON (New York City, eastern New York State, and New England).
MRS. ANNA MCAULIFF (Chicago and Ill.).
JOHN F. MCGONAGLE (Chicago—special).
MERLE M. FREDERICK (Washington, Philadelphia, Baltimore, the Central States).
ROSCOE K. BRADY (Southern States).
JOSEPH C. MCGONAGLE (West of Chicago to Colorado).
ROBERT O. BALDWIN (Denver to the Pacific Coast).

W. A. Wilde Company

Travelers:

R. W. KENDALL (East).
W. J. SANFORD (Middle West).
ALLAN H. WILDE (Boston, New York City and Philadelphia).

Willett, Clark & Co.

Travelers:

JOHN H. HOPKINS.
IRVING G. HOPKINS.
WILLIAM C. ROBINSON.
JAMES R. HOUSTON.

The John C. Winston Co.

Travelers:

JOHN R. FRASER (Vice-president in charge of Trade Department).
B. F. HITCHENS (Western Manager Chicago and the Pacific Coast).
RUDOLPH G. KORNBAU (Religious and Special Trade).
C. ROBERT GREEN (Manager, John C. Winston Co. Ltd. of Toronto, Canadian Business).
H. RODNEY FOSS (New England, New York State and part of Canada).
ARTHUR P. SWIFT (South and Middle West).
W. E. O'KANE (Southeast, Middle West and part of New York City).
W. O. SHEPHERD (Northwest, Middle West and part of Canada).
H. DICKSON ASH (Middle Atlantic).

University of North Carolina Press

Travelers:

W. T. COUCH.
I. C. GRIFFIN.

University of Pennsylvania Press

Travelers:

PHELPS SOULE (East).
ROLLIN D. HEMENS (Middle West).
G. C. CRIPPEN (Middle West).

Frederick Warne & Co., Inc.

Travelers:

ARTHUR L. TREBLE (New York, Boston, Philadelphia and the East).
W. F. HOBSON (Pacific Coast and Far West).
E. J. FLYNN (Chicago, Omaha, Middle West).
A. E. FRAHM (South).

Ives Washburn, Inc.

Travelers:

IVES WASHBURN (Larger cities in East).
JAMES L. CROWDER (Middle West).
WILLIAM F. HOBSON (Pacific Coast).
WILBUR F. GOUBEAUD (South).
JOSEPH S. CONSOLINO (Smaller cities in East).
GEORGE SMITHERS (Canada).
H. A. HORWOOD (Continental Europe).

Whittlesey House

Traveler:

GUY HOLT.

Yale University Press

Travelers:

NORMAN V. DONALDSON (Sales Manager).
CHARLES T. KLEBE.
WILLIAM F. HOBSON (Pacific Coast).
HENRY M. SNYDER (Orient).

Directory of Traveling Salesmen in the Booktrade

Adams, Clayton C., *Little, Brown & Co.*
Adams, J. Sidney, *Sam'l Gabriel Sons.*
Albrecht, William P., *The Macmillan Co.*
Allen, Thomas, *Houghton, Mifflin Co.*
Allen, W. M., *A. J. Holman Co.*
Amis, George W., *Harcourt, Brace & Co.*
Arnall, M. L., *A. L. Burt Co.*
Ash, H. Dickson, *John C. Winston Co.*
Auerbach, Louis, *Liveright Publishing Corporation.*
Bagster, T. K., *Sam'l Gabriel Sons.*
Baker, Ellis K., *Edward J. Clode, Farrar & Rinehart, Long & Smith, Inc., Macrae Smith Co.*
Baker, Harris W., *G. & C. Merriam Co.*
Baker, Ingham C., *G. & C. Merriam Co.*
Baker, R. G., *Bobbs-Merrill Co.*
Baker, Walton C., *G. & C. Merriam Co.*
Baldwin, Robert O., *Norman W. Henley Pub. Co., Marshall Jones Co., Orange Judd Publishing Co., Albert Whitman & Co., The John Day Co.*
Barker, Le Baron R., *Houghton, Mifflin Co.*
Bauer, Harry, *A. L. Burt Co.*
Bayer, F. F., *Oxford University Press.*
Bean, Donald P., *University of Chicago Press.*
Bell, J. J., *Longmans, Green & Co., Oxford University Press.*
Berg, Norman, *The Macmillan Co.*
Bergen, Edward D., *Dodd, Mead & Co., Frederick A. Stokes Co.*
Berger, Alfred, *Charles Scribner's Sons.*
Bersch, John W., *The Judson Press.*
Best, Thomas R., *Chelsea House.*
Blake, J. D., *Harper & Brothers.*
Blanton, A. J., *The Macmillan Co.*
Blumenthal, F. G., *Harter Publishing Co.*
Bolton, J. P., *Hale, Cushman & Flint.*
Boos, Philip, *American News Co.*
Brady, Roscoe K., *Albert Whitman & Co.*
Bramble, David, *Farrar & Rinehart.*
Britton, Sumner H., *Duffield & Green.*
Britton, W. A., *Doubleday, Doran & Co.*
Bro, Albin C., *University of Chicago Press.*
Brown, Albert E., *Fleming H. Revell Co.*
Brownlow, Curtis H., *Dodd, Mead & Co., Frederick A. Stokes Co.*
Bruce, Clifton, *Houghton, Mifflin Co.*
Bruce, Frank, *Houghton, Mifflin Co.*
Buckalew, R. G., *The Saalfield Publishing Co.*
Buell, E. R., *Harper & Brothers.*
Bunce, Ernest J., *Thomas Y. Crowell Co.*
Burdick, Marcus L., *Charles Scribner's Sons.*
Burger, A. W., *Harper & Brothers.*
Burke, Gerard, *Frederick A. Stokes Co.*
Burnett, J. A., Jr., *Fleming H. Revell Co.*
Burt, E. F., *A. L. Burt Co.*
Burt, Harry O., *A. L. Burt Co.*
Byrnes, Wm. J., *M. A. Donohue & Co.*
Caldwell, H. M., *Cupples & Leon.*
California School Book Depository, *Pitman Publishing Corp.*
Campbell, D., *Wm. Collins Sons & Co.*
Campbell, Victor, *The Macmillan Co.*
Carmack, Jesse, *Dodd, Mead & Co., Frederick A. Stokes Co.*
Carroll, Joseph V., *Blue Ribbon Books, Reynal & Hitchock, The John Day Co.*
Carruthers, R. U., *A. L. Burt Co., James Pott & Co.*
Cerf, Bennett A., *Modern Library, Inc., Random House.*
Charlton, John A., *Chelsea House.*
Chase, John D., *Blue Ribbon Books, Harcourt, Brace & Co., Reynal & Hitchcock.*
Chisholm, C. O., *Doubleday, Doran & Co.*
Clark, Harold A., *Sam'l Gabriel Sons.*
Clark, Joseph P., *Robert O. Ballou, Publisher.*
Clark, Walter J., *G. & C. Merriam Co.*
Clinch, F. A., *D. Appleton-Century Co.*
Collins, James T., *Liveright Publishing Co., L. C. Page & Co.*
Conrath, Charles A., *Sam'l Gabriel Sons.*
Consolino, Joseph S., *Harcourt, Brace & Co., Alfred A. Knopf, Inc., William Morrow & Co., Sears Publishing Co., Ives Washburn, Inc.*
Copp Clark Co., Ltd., *J. B. Lippincott Co., Penn Publishing Co.*
Corrigan, William B., *William Morrow & Co.*
Couch, W. T., *University of North Carolina Press.*
Coyle, John, *M. A. Donohue & Co.*
Crippen, G. C., *University of Chicago Press, University of Pennsylvania Press.*

Crowder, James L., *A. & C. Boni, Duffield & Green, Liveright Publishing Corp., Long & Smith, Inc., Modern Library, Inc., Random House, Smith & Haas, Inc., The Studio Publications, Inc., Ives Washburn, Inc.*
Crowell, Robert L., *Thomas Y. Crowell Co.*
Crowley, Arthur J., *Funk & Wagnalls.*
Curran, G. E., *D. Appleton-Century Co.*
Cuthbertson, Thomas, *The Macmillan Co.*
Darst, Samuel H., *The Reilly & Lee Co.*
Davis, George M., *C. S. Hammond & Co.*
Delafield, Edward C., Jr., *Long & Smith, Inc., Sears Publishing Co.*
DeVorss, Douglas K., *DeVorss & Co.*
Diamond, S. S., *The Platt & Munk Co.*
Dickerson, William T., Jr., *Thomas Nelson & Sons.*
Dodd, Edward H., Jr., *Dodd, Mead & Co.*
Donaldson, Norman V., *Yale University Press.*
Dorrance, W. H., *Dorrance & Co.*
Duell, C. Halliwell, *William Morrow & Co.*
Duffy, Joseph A., Jr., *Columbia University Press.*
Dunlap, David W., *Alfred H. King, Inc.*
Dunlap, Harry B., *Robert M. McBride & Co.*
Durgin, J. H., *The Macmillan Co.*
Earl, Harold B., *Charles Scribner's Sons.*
Early, P. H., *Harper & Brothers.*
Edwards, W. N., *Abingdon Press.*
Eiermann, George E., Jr., *Orange, Judd Publishing Co.*
Elliott, Hugh S., *Dorrance & Co.*
Emmet, William T., *Harper & Brothers.*
Exman, Eugene, *Harper & Brothers.*
Fairbank, W. H., *The Macmillan Co.*
Feller, A. E., *Cupples & Leon.*
Finley, Forrest C., *Pilgrim Press.*
Fisk, Rollin B., *The Reilly & Lee Co.*
Fitzgerald, Thomas R., *D. Van Nostrand Co.*
Fitzsimmons, Cortland, *Viking Press.*
Fletcher, A. M., *Funk & Wagnalls.*
Flynn, Edward J., *Robert O. Ballou, Publisher, Edward J. Clode, Frederick Warne & Co.*
Foglesong, J., *The Saalfield Publishing Co.*
Forester, R. M., *Harter Publishing Co.*
Foss, H. Rodney, *John C. Winston Co.*
Foster, Charles, *Alfred A. Knopf, Inc.*
Fowkes, E. S., *H. C. Kinsey & Co.*
Fox, A. N., *Barnes & Noble, Inc.*
Fox, George M., *Milton Bradley Co., McLoughlin Bros.*
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In connection with the lecture of Shane Leslie at the University of Pennsylvania, under the auspices of the A. S. W. Rosenbach Foundation in Bibliography, delivered this month, the first of which was on "Swift" the great satirist, an exhibition of important and interesting books and manuscripts, loaned by Dr. Rosenbach, was held at the Free Library of Philadelphia. The display included rare first and presentation copies of Swift's books and important letters and manuscripts, together with characteristic and rare political tracts in prose and verse. An outstanding item is a manuscript in the handwriting of Swift, famous for its interesting history. This is the long lost original letter book of Sir William Temple, copied by Swift when he was acting as Temple's secretary, and used by him for his edition of "The Letters of Sir William Temple," published by Benjamin Tooke in 1700. This manuscript was once owned by the Earl of Chesterfield, one of the most brilliant letter writers of his day, and he has enriched it by notes in his handwriting. In time, this manuscript disappeared and its whereabouts was unknown. Its recent discovery fell to Mr. Leslie and Dr. Rosenbach, who found a clue when on a visit to the library at Lough Lea, the Shirley seat in Ireland, and Mr. Leslie eventually ran the treasure to earth in a cupboard in the housekeeper's room at Ettington, the Shirley family seat in Warwickshire, England. Among the printed books are several editions of Swift's masterpiece, "Gulliver's Travels." These include the rare first and second editions published by Benjamin Motte in 1726, and the extremely rare first American edition, which curiously, is an abridgement for children printed in Philadelphia by Young & McCulloch in 1787. Another rare edition, unabridged, was printed in Philadelphia by Matthew Carey in 1809.

"Edgar Allan Poe and the Philadelphia Saturday Courier," edited by John Grier Varner, Jr., is, in effect, a first edition in book form of the collection of five of Poe's earliest tales. These are his first printed prose writings known to us. Only two files of *The Courier* containing these tales have been located and no collation of the tales in this early form is available. *The Courier* versions of Poe's tales have not been reprinted since their first appearance in 1832, for James A. Harrison was not aware of them when he published his collated edition of Poe in 1902. The origin of these tales is somewhat obscure. The probability is that Poe, desperately pressed for funds, submitted five tales in competition for a prize or premium of $100 offered by *The Courier* in 1831. These five, "Metzengerstein," "The Duke De L'Omelette" (later called "The Duc De L'Omelette"), "A Tale of Jerusalem," "A Decided Loss" (later called "Loss of Breath"), and "The Bargain Lost" (later called "Bon-Bon") were published in 1832. At any rate, these tales did not win the prize, for that was awarded to Delia Bacon for her story, "Love's Mystery." This first prose work of Poe, as originally written, will be of interest to scholars and collectors. The edition is limited to 500 copies, published December 27, by the University of Virginia.

How Count Talleyrand sold a batch of Napoleon's letters to Metternich for 500,000 gold francs has just come to light in the *Revue de Paris*. Part of the story is in a letter in Talleyrand's own handwriting. He writes in a letter to Metternich: "An emissary of the Czar has tried to get these letters, but nothing would let me give them to Russia. England and Prussia, on the other hand, might make me a handsome offer. This gives me the idea that one of these days an attempt might be made to take them from me by force, wherefore I am eager to get rid of them. Whatever is said against me and my friends, I am and always shall remain a good Frenchman, but after being

a Frenchman I am closer to being an Austrian than anything else. That is why I would like to place in your hands this precious and not unseldom compromising chapter of modern history." These letters were recently discovered in the Hapsburg archives at Vienna. They are said to comprise all the correspondence between Napoleon and Talleyrand, his minister, up to 1806. The deal for the letters was concluded at the Vienna Congress in 1817. A second letter quoted by the Paris magazine fixes the price at 500,000 gold francs and asks that the checks be made "to bearer."

ONE OF THE MOST INTERESTING autographic discoveries of the immediate past is told in the annual report of the Library of Congress. Ten fragments of a manuscript in the handwriting of Washington, widely scattered among various owners, have recently come into the possession of the library. By photostating these fragments and piecing the photostats together the library has established that these scattered fragments are part of an address which Washington once intended to deliver to Congress, but never did. It may be the first draft of the first address to Congress, though the text so far discovered differs markedly from the text of the address. For the information of bibliophiles or collectors who want to help in finding the remainder of the manuscript the library supplies the evidence available. The address was written on pages nine by seven inches in size, numbered up to 62 or more. At least three-quarters of the manuscript remains to be discovered, the fragments that have been discovered to date apparently amounting to approximately one-quarter of the whole document. Progress up to the present time makes the search for the remainder a matter of great interest.

IT PROBABLY WAS not generally known that the American Antiquarian Society of Worcester, Mass., celebrated the inauguration of one of its members, President Franklin D. Roosevelt, last March by an exhibition of manuscripts, books, and portraits of the twelve presidents of the United States who have belonged to the society. With this exhibition was also shown a collection of twenty-nine bookplates and book labels of the presidents. With the single exception of John Tyler, all of the presidents who had bookplates or book labels were represented. Lincoln had no bookplates; Jefferson never used a bookplate, but both frequently wrote their names in books they owned. The presidential bookplates and labels in the collection of the American Antiquarian Society includes George Washington, John Adams four varieties, James Monroe, John Quincy Adams five varieties, Martin Van Buren two varieties, James K. Polk, Millard Fillmore two varieties, Ulysses S. Grant, James A. Garfield three varieties, Grover Cleveland, Benjamin Harrison, Theodore Roosevelt, William H. Taft, Woodrow Wilson, Calvin Coolidge two varieties, Herbert Hoover and Franklin D. Roosevelt.

AN INTERESTING COINCIDENCE OCCURRED at the American-Anderson Galleries on January 5, in the McCormick sale and the remarkable collection of literary items that kept interest running high the first week in the New Year. The outstanding item of the book and autograph sales was on the block at the very moment when the first lots of the sumptuous Napoleon-Borghese gilded silver service were being offered in the main sales room. The Star Spangled Banner manuscript brought the high sum of $24,000, and the silver service, divided into lots, brought over $57,000. Visitors to the galleries during the exhibition, which opened on December 28, numbered well over 16,000, an attendance greater by 4,000 than at any previous time. The total for the two sales was about $436,000, and prices generally were very satisfactory.

THE JOHN RYLANDS LIBRARY of Manchester, England, has just issued a valuable descriptive catalog of an exhibition of printed book illustration of the Fifteenth Century, with an introduction by Henry Guppy, the Librarian. The importance of the collections of this library in early printing is well recognized, and the catalog with its historical chapters and careful descriptions of all items exhibited will be valued by students of this subject. The collection begins with a block-print of "St. Anthony the Hermit," early Fifteenth Century, followed by a block print of "St. Bridget of Sweden," undated, early Fifteenth Century, and third place is given to the famous block print of "St. Christopher," one of the two earliest known pieces of European printing to which a date is attached.

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Bi: Biography	**Ec:** Economics	**Ju:** Juveniles	**Re:** Religion	**Tr:** Travel
Bu: Business	**Fi:** Fiction	**Mu:** Music	**Sc:** Science	

Adams, James Truslow **Hi**

The epic of America; new rev. ed. 445p. il. O '33 Bost., Little, Brown 2.50

Hi

History of the United States; 4 v.; lim., numbered, signed ed. 1609p. il. O '33 N. Y., Scribner 60.00, subscr.

Appleton, Victor, pseud. **Ju**

Tom Swift and his ocean airport, or, Foiling the Haargolanders. 214p. front. D (Tom Swift ser.) [c. '34] N. Y., Grosset .50

Armer, Mrs. Laura Adams

Cactus; il. by Sidney Armer. 113p. il. (col. front.) O c. N. Y., Stokes 1.50

A guide to the cacti of the American Southwest, which gives the life history, botanical information, description, and picture of each.

Armstrong, Martin Donisthorpe **Fi**

The foster-mother. 287p. D [c. '34] N. Y., Harcourt 2.00

An English novel of the struggle of young love against the tyranny of old age.

Arrian, Flavius **Hi**

Anabasis Alexandri (b'ks 5-7): Indica (b'k 8); v. 2; with English translation by E. Iliff Robson. 454p. (bibl. footnotes) maps (pt. col.) (Loeb classical lib. no. 269) '33 N. Y., Putnam 2.50; lea., 3.50

Art of mixing drinks; de luxe new bartender's guide, telling how to mix all the standard and popular drinks called for every day, with recipes for fruit syrups and wines, cordials, extracts, liquors, etc. 161p. D '33 Milwaukee, Caspar, Krueger, Dory pap., 3.50

Athenaeus

The Deipnosophists; v. 5; with English translation by Charles Burton Gulick. 560p. (bibl. footnotes) il. S (Loeb classical lib. no. 274) '33 N. Y., Putnam 2.50; lea., 3.50

Babson, Roger Ward

Washington and the revolutionists; a characterization of recovery policies and of the people who are giving them effect. 347p. D c. N. Y., Harper 2.50

Although Mr. Babson was a skeptic he now sympathizes enthusiastically with many policies of the Recovery Program. Included are character sketches of the President and Vice-President, all the Cabinet members, and some of the "Brain Trust."

Baker, Henry Frederick

Principles of geometry; v. 5, Analytical principles of the theory of curves. 257p. O '33 [N. Y., Macmillan] 4.50

Principles of geometry; v. 6, Introduction to the theory of algebraic surfaces and higher loci. 317p. O '33 [N. Y., Macmillan] 4.75

Benson, Edward Frederic **Hi**

The outbreak of war, 1914. 168p. (bibl.) il. D (Great occasions) c. N. Y., Putnam 1.50

An informal description of the last few days before the war.

Best, Harry

Blindness and the blind in the United States. 736p. (bibl. footnotes) O c. N. Y., Macmillan 6.50

A consideration of blindness and its prevention, the general condition of the blind, provision for education of children and intellectual material for adults, and material provision for the blind by private and public organizations.

Bieber, Herbert, D.D., ed.

Good news from a far country; ten gospel sermons. 150p. D '33 Grand Rapids, Mich., Wm. B. Eerdmans 1.00

Blochman, Lawrence G. **Fi**

Bombay Mail. 311p. D '34, c. '33, '34 Bost., Little, Brown 2.00

A tale of murder and mystery with a setting of the Bombay mail express on which the governor of Bengal was returning to England.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bond, Beverley Waugh, jr. Hi
The civilization of the old Northwest; a study of political, social, and economic development, 1788-1812. 552p. (bibl. footnotes) O c. N. Y., Macmillan 3.50
A history of the Northwest Territory from 1788 to the War of 1812, showing how a society was formed there which thought of itself as American rather than regional. By a professor of history at the University of Cincinnati.

Bonner, Robert Johnson
Aspects of Athenian democracy. 199p. O (Sather classical lectures, v. 11) '33 c. Berkeley, Univ. of Cal. Press 2.25
A study by the professor of Greek in the University of Chicago.

Boorman, W. Ryland Re
Independent young thinkers. 171p. D '33 Bost., Christopher 1.50

Brashear, Minnie M. Bi
Mark Twain, son of Missouri. 310p. (21p. bibl.) il., maps O c. Chapel Hill, Univ. of N. C. Press 3.00
A study of Mark Twain's formative years, of the country in which he lived and its effect upon him. Based mainly upon contemporary newspapers and an intimate knowledge of the Missouri scene.

Brázdová, Mme. Amelia Posse ★
Roman roundabout; tr. from the Swedish by F. H. Lyon. 271p. front. O [c. '34] N. Y., Dutton 3.00
The author of "Sardinian Sideshow" relates her experiences in a Czech colony in Rome during the war.

Bridges, Robert
Collected essays, papers, etc. [v. 2]. 102p. D '33 [N. Y.], Oxford bds., 1.00
Containing "Studies in Poetry," "Springs of Helicon," "Wordsworth & Kipling," "Word-Books" and "Letter on English Prosody & Note on Neo-Miltonics."

Brinig, Myron Fi
Out of life. 267p. il. D [c. '34] N. Y., Farrar & Rinehart 2.00
The story of a single day in the life of a Manhattan shop-keeper, who indulges in an emotional orgy upon learning that he and his wife are to have a child.

Briscoe, Birdsall Fi
In the face of the sun. 256p. D [c. '34] N. Y., Clode 2.00
A novel of mystery, love and war on the Mexican border.

Bülow, Bernhard Heinrich Martin Karl, fürst von Hi
Memoirs of Prince von Bülow; 3 v.; lim., lib. ed. O '33 Bost., Little, Brown 9.00, bxd.

Burgess, Gelett Fi
Two o'clock courage. 348p. front. (diagr.) D [c. '34] Ind., Bobbs-Merrill 2.00
Early one morning a man finds himself on a Boston street, his clothes blood-soaked, his memory gone. He tells the story of this murder mystery, not knowing how he is himself involved.

Burgess, John William Bi
Reminiscences of an American scholar; the beginnings of Columbia University; foreword by Nicholas Murray Butler. 438p. front. (por.) O c. N. Y., Columbia Univ. Press 3.50
The autobiography of a former professor at Columbia University who joined that institution at the time when a group of extraordinary men began to build Columbia College into a great university.

Carpenter, Frances
Our little friends of the Arabian Desert, Adi and Hamda. 232p. il. (pt. col.), map D [c. '34] N. Y., Amer. B'k .72
A story of an Arabian boy and girl's lives, for use as a supplementary reader in the elementary grades.

Christian message for the world today Re
(The); a joint statement of the World-Wide Mission of the Christian Church. 203p. D c. N. Y., Round Table Press 1.50
The function of the Christian Church and its mission-work in this time of economic crisis formulated by nine men prominent in religious work.

Colette, pseud. [Mme. Gabrielle Claudine Colette de Jouvenal] and Willy, pseud. [Henry Gauthier-Villars] ★Fi
The innocent wife; tr. from the French by Frederick A. Blossom; il. by J. O'H. Cosgrave, II. 272p. D [c. '34] N. Y., Farrar & Rinehart 2.00
A young Frenchwoman thinks she is happily married until her husband goes away and her friends tell her she is unhappy.

Compounder's guide (supplement to Standard blue book of mixed drinks); recipes for manufacturing bitters, brandies, colorings, cordials, liquors, syrups, tinctures, etc. 20p. '33 Milwaukee, Caspar, Krueger, Dory pap., 1.00

American railroad in laboratory (The); with an introd. and an historical chapter by Edward Hungerford. 544p. il., diagrs. O '33 c. Wash., D. C., Amer. Railway Ass'n pap., .50

Beal, Mrs. Alice Eunice
Stepping ahead [divine healing]. 194p. S '33 c. Kansas City, Mo., Author, Westport Sta., Box 5902 pap., apply

Brunstetter, M. R. and Cusachs, Carlos V.
Introduction to Spanish pronunciation and diction; a manual for the Erpi Spanish pronunciation and diction records. 79p. D [c. '34] Chic., Univ. of Chic. Press flex. cl., .75

Burr, Sydney and Turner, Dorothy Mabel
British economic grasses; their identification by the leaf anatomy. 94p. diagrs. Q ['34] [N. Y., Longmans] 3.75

Burrows, Millar and Speiser, E. A., eds.
The annual of the American Schools of Oriental Research; v. 13, for 1931-1932. 174p. (bibl. footnotes) il., diagrs. O '33 [Phil.], Amer. Schools of Oriental Research, Box 25, Bennett Hall bds., 2.50

Calkins, Clinch, ed.
Youth never comes again. 71p. O [c. '33] N. Y., Committee on Unemployed Youth, 450 7th Ave. pap. .25

Callaway, Morgan, jr.
The consecutive subjunctive in Old English. 110p. (13p. bibl.) O (Modern Lang. Ass'n of Amer. monograph ser.) '33 [N. Y.], Modern Language Ass'n of America, 100 Washington Sq., E. 1.50

Cannell, Margaret: Snapp, Emma Louise
Signs, omens and portents in Nebraska folklore: Proverbial lore in Nebraska. 112p. O (Univ. of Nebr. studies in lang., lit., and criticism, no. 13) '33 Lincoln, Nebr., Univ. of Nebr. pap., .75

Chrysostom, Archbishop of Athens
Third Oecumenical Council and the primacy of the Bishop of Rome. 56p. O '33 Milwaukee, Morehouse pap., .35

Church, Jane and Peters, Margaret
Lesson plans and aids for teaching the typewriter keyboard by the direct method. 56p. S (Gregg educational monographs) [c. '33] [N. Y.], Gregg Pub. Co. pap., apply

Cook, Robert C., ed.
Presidents of American colleges and universities. 360p. (bibl.) il. (pors.) O '34, c. '33 N. Y., Robert C. Cook Co. 6.00

Couch, W. T., ed.
Culture in the South. 725p. (bibl. footnotes) diagrs. O c. Chapel Hill, Univ. of N. C. Press 4.00
Articles on all aspects of modern life in the southern United States—their heritage, agriculture, industry, literature, politics, education, religion, etc., etc.

Crocker, Lionel George
Henry Ward Beecher's art of preaching. 154p. (6p. bibl.) D [c. '34] Chic., Univ. of Chic. Press pap., 1.50
A discussion of Beecher's rhetorical theory with illustrations from his works and an evaluation of it in relation to past and present theory.

Cummings, Edward Estlin Fi
The enormous room; new introd. by the author. 350p. S ['34, c. '22, '34] N. Y., Modern Lib. flex. cl., .95

Davis, Means Fi
The hospital murders. 324p. D c. N. Y., Smith & Haas 2.00
Four patients die mysteriously in the same bed in a great hospital and the staff sets itself to a ruthless search for the murderer.

Diodorus of Sicily; with English translation Hi
by C. H. Oldfather; v. 1. 497p. (bibl. footnotes) maps (col.) S (Loeb classical lib. no 279) '33 N. Y., Putnam 2.50; lea., 3.50

"Diplomat," pseud. [John Franklin Carter, Jay Franklin, pseud.] Fi
Slow death at Geneva. 305p. D c. N. Y., Coward-McCann 2.00
The Envoy-at-Large to the World Political Conference at Geneva is poisoned just as he is to address the conference on a question of world importance.

Donati, Leone
Corso pratico di lingua italiana per le scuole inglesi. 344p. D '33 N. Y., G. E. Stechert 2.00

Dumas, Alexandre ★Fi
A Gil Blas in California; tr. [from the French] by Marguerite Eyer Wilbur [lim. ed.]. 200p. il., map O '33, c. '34 Los Angeles, Primavera Press, 705½ W. 6th St. buck., 3.75
The adventures of a French youth in the California of gold rush days, now published in complete form in English for the first time.

Eddy, George Sherwood
Russia today; what can we learn from it? 335p. (bibl. footnotes) O [c. '34] N. Y., Farrar & Rinehart 2.50
An evaluation of Soviet Russia today, by an unprejudiced observer, written after his tenth trip to Russia.

Folger Shakespeare Library, Washington, The.
72p. il. ['34] Wash., D. C., Folger Shakespeare Lib. 2.50

Fox, Ralph Winston Bi
Lenin; a biography. 320p. D [c. '34] N. Y., Harcourt 2.00
A biography based on all the available printed material and the author's own knowledge, gained through his work for the Russian Communist Party for over three years.

George, Marguerite Po
Wings on the hilltop. 76p. D [c. '33] Dallas, Tex., Kaleidograph Press 1.50

Granville, William Anthony
Plane trigonometry, and, Four-place tables of logarithms; rev. by Percey F. Smith and James S. Mikesh. 270p. diagrs. O (Mathematical texts for colleges) [c. '34] Bost., Ginn 1.60

Harding, Thomas Swann
T N T; these national taxeaters. 404p. (bibl. footnotes) il., diagrs. D c. N. Y., Long & Smith 2.75
An analysis of the federal government in business which claims that the government is more efficient than private enterprise and should be allowed to extend its control.

Harper, Gordon Huntington
Cardinal Newman and William Froude, F.R.S.: a correspondence. 229p. front. O '33 Balt., Johns Hopkins Press 2.00

Hay, Sara Henderson Po
Field of honor. 87p. D [c. '33] Dallas, Tex., Kaleidograph Press 1.50
A collection of poems chosen from 207 entries in the Kaleidograph Book Publication Contest for 1933.

Hine, Sophie McDougall Bi
Bishop Bury; a memoir. 90p. il. D '33 Milwaukee, Morehouse 1.00

Hooven, H. Nelson Po
Rig veda [lim., signed, numbered ed.]. 111p. il. O '33 c. Athens, O., Lawhead Press 2.00

Coester, Alfred
A tentative bibliography of the belles-lettres of the Argentine Republic. 105p. O (Bibls. of Spanish-Amer. lit.) '33 Cambridge, Mass., Harvard pap., 1.00

Crawshaw, Fred Duane
Problems in wood-turning; rev. ed. 63p. il. D [c. '33] Peoria, Ill., Manual Arts Press pap., .56

Diegre, Leonard
Honeymoon house; a farce comedy in one act. 24p. D '33 Minneapolis, Northwestern Press pap., .35

DuMont, Philip A.
A revised list of the birds of Iowa. 171p. (3p. bibl.) front. (map) O (Univ. of Ia. studies in natural hist., v. 15, no. 5, new ser. no. 268) '34 Iowa City, Ia., Univ. of Ia. pap., 1.00

Dyer, Brainerd
The public career of William M. Evarts. 297p. (17p. bibl.) O (Univ. of Cal. at L. A. pub'ns in social sciences, v. 2) '33 c. Berkeley, Cal., Univ. of Cal. Press pap., 2.75

Farndon, Robert E.
Aunt Emma sees it through. 104p. D (Playhouse plays) '33 N. Y., Fitzgerald Pub. Corp. pap., .35

Feiertag, Sister Loretta Clare
American public opinion on the diplomatic relations between the United States and the Papal states (1847-1867). 188p. (bibl.) O '33 Wash., D. C., Catholic Univ. of Amer. pap., 1.25

Grimsley, George Perry
The Baltimore and Ohio Railroad. 79p. il., maps, diagrs. O (Internat'l Geological Congress guideb'ks) '33 Wash., D. C., Internat'l Geological Congress, U. S. Geological Survey pap., .85

Gsoell, Frederick L.
Helpful hints for swimmers. 85p. il. S [c. '33] [Hartford, Conn.], Author, 38 King St. pap., .25

Hoppin, Mrs. Laura Brackett, ed.
History of the World War reconstruction aides; being an account of the activities and whereabouts of physiotherapy and occupational therapy aides who served in U. S. Army hospitals in the United States and in France during the World War. 111p. il. (pors.) Q '33 Millbrook, N. Y., W. Tyldsley pap., 1.75

Hough, Lynn Harold
Vital control; forest essays; first ser. 260p. (bibls.) D [c. '34] N. Y., Abingdon 2.00
Christian criticism of life and letters in these essays on modern ways of thought.

Ireland, Tom
The Great Lakes-St. Lawrence deep waterway to the sea. 223p. il., maps D c. N. Y., Putnam 2.00
The history of this waterway, the Treaty for the continuance of which is now before the Senate, the benefits to be derived from it, objections to it, and a discussion of the Treaty.

Jackson, Mrs. Margaret Weymouth Fi
Kindy's Crossing; a novel. 309p. D [c. '34] Ind., Bobbs-Merrill 2.00
A story of three women of three generations of an American family, which rose to wealth in the boom of American industry, only to fall again.

James, Will Fi
Smoky, the cowhorse. 318p. il. D [c. '26] N. Y., Burt .75

Jerome, Saint [Eusebius Hieronymus] Re
Select letters of St. Jerome; with English translation by F. A. Wright. 526p. (bibl. and bibl. footnotes) front. S (Loeb classical lib. no. 262) '33 N. Y., Putnam 2.50; lea., 3.50

Joyce, James Fi
Ulysses; [foreword by Morris L. Ernst] 784p. O '34, c. '18-'34 N. Y., Random House 3.50
The complete and unabridged text of this novel, with a letter concerning it from the author and a reprint of Judge Woolsey's decision which lifted the Federal ban on the book.

Kase, Edmund H., jr.
A papyrus roll in the Princeton collection. 36p. O '33 N. Y., G. E. Stechert 2.50

Kofoid, Charles Atwood, ed.
Termites and termite control. 759p. (bibls.) il., diagrs. O '34 Berkeley, Univ. of Cal. Press 5.00
The biology of termites and an account of the termites of the United States, Mexico, the Canal Zone, West Indies, Hawaii and Philippine Islands, with recommendations for prevention and control of termite damage by methods of construction and the use of chemically treated and unpalatable woods.

Laird, Donald Anderson
Why we don't like people; 2nd ed. rev. and enl. 218p. (2p. bibl.) diagrs. D '33, c. '31, '33 N. Y., A. L. Glaser & Co., Inc., 247 Park Ave. 3.00
Formerly published by the Mohawk Press

Latourette, Kenneth Scott Hi
The Chinese; their history and culture; 2. v. 520p.; 389p. (bibls.) map O c. N. Y., Macmillan 7.50, bxd.
The complete story of the Chinese people—their history, culture, and present problems by the professor of Missions and Oriental history in Yale University.

Lawes, Lewis Edward
Twenty thousand years in Sing Sing. 412p. il. D [c. '22] N. Y., Burt 1.00

Leonard, Sterling Andrus, and Pooley, Robert C.
Introducing essays. 295p. (2p. bibl.) D [c. '33] Chic., Scott, Foresman 1.00
A collection of essays for high school classes, showing the range of this form with emphasis on the familiar essay.

Lewis, Sinclair [Tom Graham, pseud.] Fi
Work of art. 452p. D c. Garden City, N. Y., Doubleday 2.50
The life-story of Myron Weagle, whose great desire was to build the perfect hotel, in contrast to that of his wastrel brother, who thought he was a poet.

Limnelius, George, pseud. [Lewis George Robinson] Fi
The manuscript murder. 313p. D (Crime club) '34, c. 33, '34 Garden City, N. Y., Doubleday 2.00
A murder mystery in an English army circle.

Lindsay, Martin Hi
The epic of Captain Scott. 178p. (bibl.) il, map D (Great occasions) c. N. Y., Putnam 1.50
A description of Captain Scott's record march to the South Pole and the tragic return journey.

Loughead, Flora Haines
Dictionary of given names, with their origins and meanings. 384p. O '34 Glendale, Cal., A. H. Clark 5.00

Lumb, John Reginald Re
The teaching parson and his people. 184p. D ['33] [N. Y., Macmillan] 1.50
A book for the younger clergyman which describes the ways in which he may serve his parish through adult education, the Sunday school and the church day school.

McCarthy, James Remington
The new pioneers; the first picture of the American people East—West—North—South under the new deal. 343p. maps O [c. '34] Ind., Bobbs-Merrill 2.50
The results of a tour of the country by an experienced journalist who talked with persons of all sorts and conditions and learned what they were thinking, saying and doing.

Macdonald, Aeneas
Whisky. 135p. map D ['34] N. Y., Duffield & Green 1.50
Printed in Scotland, this book tells all about whisky, its history, making and blending, modern distilleries, and its judging, purchase and care.

Madelin, Louis ★Hi
The Consulate and the Empire, 1789-1809; tr. from the French by E. F. Buckley. 500p. (bibls.) O (Nat'l hist. of France) '34 N. Y., Putnam 5.00

Miller, George J., ed.
Geography; how to teach it. 188p. (bibls., bibl. footnotes) il., diagrs. O (Geographic educ. ser.) [c. '34] Bloomington, Ill., McKnight & McKnight 1.60
A collection of twenty-eight articles on teaching geography which first appeared in the *Journal of Geography*.

Johnson, Mary T.
Harassing Harry; a one-act play for junior high schools. 20p. D '33 Minneapolis, Northwestern Press pap., .35

Judah, Charles Burnet, jr.
The North American fisheries and British policy to 1713. 183p. (4p. bibl.) O (Univ. of Ill. bull., v. 31, no. 1; Ill. studies in social sciences, v. 18, nos. 3-4) ['33] Urbana, Ill., Univ. of Ill. pap., 1.50

Kahn, Gordon J.
Recent American history; 1934 rev. 2nd ed. 128p. il., map D '33 N. Y., Globe B'k pap., .40

Kaser, Arthur Leroy
In the Inside Out Inn. 32p. D (Playhouse plays) '33 N. Y., Fitzgerald Pub. Corp. pap., .35

Leventhal, Murray J.
Self-teaching intermediate algebra problems. 112p. D '33 N. Y., Globe B'k pap., .28

Lliteras, Juan Andres: Munro, Dana G.
Relations between Cuba and the United States: Relations between Central America and the United States. 38p. (2p. bibl.) D (Internat'l conciliation no. 296) '34 N. Y., Carnegie Endowment for Internat'l Peace pap., .05

Monkhouse, Allan Hi
Moscow, 1911-1933. 333p. il., maps, diagr. O c. Bost., Little, Brown 3.50
The author spent twenty-two years of his life in Russia, as an engineer under the Tsar and the Soviets, and as a member of the Archangel Expeditionary Force. His career there ended with his trial for espionage and sabotage, which made an international front-page news story.

Montgomery, Whitney and Montgomery, Mrs. Vaida Stewart, eds. Po
Bright Excalibur; a collection of poems selected from *Kaleidograph*, a national magazine of poetry. 166p. O [c. '33] Dallas, Tex., Kaleidograph Press 2.00

Moreland, John Richard Po
The moon mender. 87p. D [c. '33] Dallas, Tex., Kaleidograph Press 1.50

Neuman, Fred Gus Bi
Irvin S. Cobb; his life and achievements; introd. by O. O. McIntyre. 275p. il. O c. Paducah, Ky., Young Pub. Co., 818 S. 4th St. 2.50
A biography of the American humorist written by a friend.

New wine book; hints and recipes for making choice wines, select ciders and sparkling wines in the home; 36th ed. 40p. il. T ['34] Milwaukee, Caspar, Krueger, Dory pap., .50

Newest guide how to mix drinks; showing one hundred and sixty varieties and hundreds of priceless household recipes. 36p. D '33 Milwaukee, Caspar, Krueger, Dory pap., .60

O'Neill, Eugene Gladstone Dr
Days without end. 157p. O [c. '34] N. Y., Random House 2.50; lim. ed., 15.00
A drama of religious faith which is now being played in New York by the Theatre Guild.

Oppenheim, Edward Phillips Fi
The gallows of chance. 332p. D '34, c. '33, '34 Bost., Little, Brown 2.00
A modern story of mystery, adventure and intrigue, laid in England.

Palm, Franklin Charles and Graham, Frederick E. Hi
Europe since Napoleon. 899p. (bibls.) il., maps (pt. col.) O [c. '34] Bost., Ginn 4.00
A college text, emphasizing the rôle played by the middle classes, especially since 1870.

Pell, Mike Fi
S. S. Utah. 214p. D ['33] N. Y., Internat'l Publishers 1.25
A story of the sea which is a character study of the seamen on an American boat on a trip to the Soviet Union.

Probstfield, Edris Mary Po
Open windows. 62p. D [c. '33] Dallas, Tex., Kaleidograph Press 1.50

Proskauer, Julien J., comp.
What'll you have? a not too dry text book about cocktails. 128p. il. D [c. '33] N. Y., Burt 1.00
Including also a guide to wines, liqueurs and cordials and the food they are to be served with, intended primarily for young people who grew up during the prohibition era.

Rheinhardt, Emil Alphons ★Bi
Josephine, wife of Napoleon; tr. [from the German] by Caroline Frederick. 381p. il. O c. N. Y., Knopf 3.00
A life of Josephine, Napoleon's empress, as seen by a modern psychologist.

Riddell, George Allardice Riddell, 1st baron Hi
Lord Riddell's intimate diary of the Peace Conference and after, 1918-1923. 447p. il. O '34 N. Y., Reynal & Hitchcock, 386 4th Ave. 3.75
Lord Riddell was the official British press delegate at a series of important international negotiations beginning with the Peace Conference at Versailles. One of the first books of a new publishing house. See also *Salter*.

Rinehart, Mary Roberts [Mrs. Stanley Marshall Rinehart] Fi
The state versus Elinor Norton. 300p. D [c. '33, '34] N. Y., Farrar & Rinehart 2.00
The story of Elinor Norton's life—what lay behind the events that led to her trial for murder.

Romains, Jules, pseud. [Louis Farigoule] ★Fi
Passion's pilgrims [tr. from the French by Warre B. Wells]. 512p. D (Men of good will, v. 2) c. N. Y., Knopf 2.50
Two books "Childhood's Loves" and "Eros in Paris" which continue the stories of some of the characters in the first volume and introduce some new ones.

Salter, Sir James Arthur Hi
The United States of Europe, and other papers; ed. by W. Arnold-Forster. 303p. D ['34] N. Y., Reynal & Hitchcock, 386 4th Ave. 2.50
Unofficial papers, written at the time, on important issues of international policy as they arose during the first thirteen years after the war. By the author of "Recovery."

Scully, Frank, ed.
More fun in bed; the convalescent's handbook. 238p. (5p. bibl.) il., diagrs. O [c. '34] N. Y., Simon & Schuster 2.00
A new collection of humor, pictures and games.

Sextus Empiricus; v. 1, Outlines of Pyrrhonism; with English translation by Rev. R. G. Bury. 558p. (bibl. footnotes) S (Loeb classical lib. no. 273) '33 N. Y., Putnam 2.50; lea., 3.50

McMahon, John LaSalle
Recent changes in the recognition policy of the United States. 138p. (bibl.) O '33 Wash., D. C., Catholic Univ. of Amer. pap., 1.20

Magdiel, John H.
Scientific sociocracy, the dawn of a new era; the dream of Jefferson and Lincoln coming true. 112p. D '33 Salt Lake City, Author, 600 E. Capitol St. pap., .35

Our church and sacraments [a church painting book for children]. 16p. il. S '33 Milwaukee, Morehouse pap., .09

Pierce, Carl Webster
Make yourself at home. 96p. D (Playhouse plays) '33 N. Y., Fitzgerald Pub. Corp. pap., .35

Rankin, E. R., comp.
Radio control and operation. 80p. O (Univ. of N. C. Ext. bull., v. 13, no. 3) '33 Chapel Hill, Univ. of N. C. Press pap., .50

Reynoldson, L. A. and others
Utilization and cost of power on corn belt farms. 60p. il., map O (U. S. Dept. of Agri. technical bull. no. 384) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

St. Clair, Robert
The Patterson dinner; a comedy in one act. 22p. D '33 Minneapolis, Northwestern Press pap., .35

Schechter, Abraham Israel
Lectures on Jewish liturgy. 60p. O '33 [Providence, R. I., Author, 58 Eaton St.] pap., 1.00

Shearing, Joseph Fi
The spider in the cup. 371p. D c. N. Y., Smith & Haas 2.00
An English novel of a young Victorian girl with a hereditary strain which causes in a few months the breakdown of her virtue and her moral fibre.

Shields, James M. Fi
Just plain larnin'. 350p. D c. N. Y., Coward-McCann 2.00
A novel dealing with the public school system of an American city.

Silver dollar bar; how to mix drinks, plain and fancy, containing clear and reliable directions for mixing drinks of various kinds. 80p. D '33 Milwaukee, Caspar, Krueger, Dory pap., 1.00

Smith, Logan Pearsall
All trivia. 223p. D [c. '17-'34] N. Y., Harcourt 2.00
Containing the short essays originally published in four volumes, "Trivia," "More Trivia," "Afterthoughts" and "Last Words."

Spindt, Herman Adolf and Ryan, Frederick Lynne
The foundations of American government; a textbook in civics. 510p. (bibls.) il., maps, diagrs. D [c. '34] Bost., Heath 1.80
For the two upper years of high school

Stalin, J. [originally Iosif Vissarionovich Dzhugashvili], and others
From the first to the second Five-year Plan; a symposium. 490p. il. (pors.) D [n. d.] N. Y., Internat'l Publishers 1.50
The leaders of the Soviet government sum up what has been achieved, define the immediate tasks in expansion of the national economy and explain the broader aims of the second Five-year Plan.

Standard blue book of mixed drinks; recipes for over five hundred old time and modern drinks. 112p. '33 Milwaukee, Caspar, Krueger, Dory pap., 1.00

Stephenson, Howard Fi
Glass. 284p. D ['34, c. '33] [N. Y., Kendall] 2.50
An American novel of a man who loves the soil of his farm and stubbornly resists being drawn into the alluring profits of a glass factory built at his very gates.

Stewart, George Re
Jesus said "I am." 96p. D (Harpers monthly pulpit) c. N. Y., Harper bds., 1.00

Underhill, Evelyn [Mrs. Stuart Moore] Re
The school of charity; meditations on the Christian Creed. 123p. D '34 N. Y., Longmans 1.00

University cooperative system of training in practical business administration, The; 12 v.; 5th ed. 3800p. il. O [c. '33] Chic., Amer. Technical Soc. lea. cl., 29.80; with instruction and consulting service, 49.80

Van Der Poel, Jean
Railway and customs policies in South Africa, 1885-1910. 145p. (bibl.) map O (Royal Empire Soc. imperial studies, no. 8) ['34] N. Y., Longmans 3.00

Walker, C. H.
The Abyssinian at home. 232p. (bibl. footnote) D '33 [N. Y., Macmillan] 3.00
A translation of notes taken down in Amharic directly from the speech of natives in answer to questions about their life and their country.

Wallace, Carlton Fi
Mr. Death. 314p. D (Crime club) '34, c. '33, '34 Garden City, N. Y., Doubleday 2.00
Superintendent Bendilow of Scotland Yard "disappears" in order to capture the murderous criminal known as "Mr. Death."

Wallace, Edgar Fi
The Scotland Yard book of Edgar Wallace. various p. D [c. '27-'32] N. Y., Burt 1.00

Weatherhead, Leslie Dixon Re
Discipleship. 152p. D [c. '34] N. Y., Abingdon 1.00
On the aspects of the Christian life which are emphasized by the Oxford Group. The author is minister of one of the largest Wesleyan churches in England.

White, Terence Hanbury Fi
Farewell Victoria. 258p. D c. N. Y., Smith & Haas 2.00
A novel of the life of an English coachman born in 1858, which pictures Victorian days in an attractive light.

Whitney, Simon N.
Trade associations and industrial control; a critique of the N. R. A. 248p. (bibl. footnotes) O c. N. Y., Central B'k Co., 245 B'way 3.00
The author believes the N. R. A. should not continue.

Smith, David Eugene and others
Exercises and tests in intermediate algebra. 111p. diagrs. O (Smith-Reeve-Morss mathematical tests) [c. '34] Bost., Ginn pap., .36

Spence, Wall
The little impostor; a comedy in one act. 21p. D '33 Minneapolis, Northwestern Press pap., .35

Spens, Will
The present position of the Catholic movement in the Church of England. 10p. O '34 Milwaukee, Morehouse pap., .10

Stiebeling, Hazel K.
Food budgets for nutrition and production programs. 15p. O (U. S. Dept. of Agri. misc. pub'n no. 183) '33 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap., apply

Stone, Donald C. and others
Manual of public works records and administration; based upon an installation made in Flint, Michigan. 72p. diagrs. O (Public Administration Service pub'n no. 35) '33 c. Chic., Public Administration Service pap., .75

Stretch, Olive M. and Stout, Herbert E.
Health consciousness. 55p. S '33 Jersey City, N. J., Scott Pr. Co., 430 Palisade Ave. pap., .50

Vocations for women: an analysis of the requirements, remuneration, and condition of employment for nineteen vocations open to women; occupational briefs for use in high schools and colleges. 43p. (bibls.) O (Occupational ser. no. 11; State B'd of Educ. bull., v. 15, no. 5) '33 Richmond, Va., Virginia State B'd of Educ. pap., apply

Wilber directory of attorneys and banks (The), 1934; including an abridged digest of state collection laws, the approximate population of cities and villages to date, county seats, and telegraph code. 824p. D '34, c. '33, '34 N. Y., Wilber Law List Co. apply

Winkjer, Joel G. and others
Practical points on making creamery butter in the South. 34p. il. O (U. S. Dept. of Agri. circular no. 294) '33 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap., .05

Wolfe, Bertram
Marx and America. 32p. D (John Day pamphlets no. 38) [c. '34] N. Y., John Day pap., .25

Yü, Yü Shih
A bibliography of Orientological contributions in thirty-eight Japanese periodicals with indices. 373p. O (Harvard-Yenching Inst. sinological index ser., suppl. no. 6) '33 Cambridge, Mass., Harvard pap., 2.50

Williams, Gatenby and Heath, Charles Monroe **Bi**

William Guggenheim. 252p. il. O [c. '34] N. Y., Lone Voice Pub. Co., 3 Riverside Dr. 2.50

The life of a member of the well-known Guggenheim family, a man now prominent in business and public affairs.

Winslow, Charles Edward Amory

A city set on a hill; the significance of the health demonstration at Syracuse, New York. 383p. il., diagrs. O c. Garden City, N. Y., Doubleday 3.00

The results of a health demonstration in Syracuse, financed by the Milbank Memorial Fund, which proved that public health work yields large economic dividends.

Winterich, John T.

An American friend of Dickens; lim. ed. 14p. il. O '33 N. Y., Thomas F. Madigan, Inc., 2 E. 54th St. 5.00

Woollcott, Alexander, and Kaufman, George S. **Dr**

The dark tower; a melodrama. 170p. O c. N. Y., Random House 2.00

A mystery melodrama which was produced in New York this season.

Yurlova, Marina **Bi**

Cossack girl. 320p. il. D [c. '34] N. Y., Macaulay 2.00

The experiences of the author, who, at fourteen, entered the World War as a private in a Cossack regiment, fought until the Revolution, and endured many hardships after that.

Title Index to The Weekly Record

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Spring Book Index, 1934

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Root, E. D. Sakya Buddha. Somerby. 1880.
U. S. National Commission on Law Observance and Enforcement. Report on the Child Offender in the Federal System of Justice by Van Water. 1931. Pub. No. 6. 1931. U. S. Supt. of Docs.
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Memphis News Co., 227 Madison Ave., Memphis

Bible Texts Topically Arranged. Compiled by M. A. Richardson. 2 copies.

Isaac Mendoza Book Co., 15 Ann St., New York

Upham. Interior Life; Life of Faith.
Carryl. Davy & Gobin. 1st ed. Fine copy.
Trevena. Arminal of the West; Pixy in Petticoats; Moyle; Sleeping Waters. 1st ed. Fine.
Kip. Army Life on the Pacific.
Gildmeister & Hoffman. Volatile Oils. 3 vols.
Lewkowitsch. Chemical Technology. 3 vols.
Kopp. Geschichte der Chemie. 1843-7. 4 vols.
Ticknor. Spanish Literature. 3 vols. 1872 or later.
Bennett, Arnold, Journal. Vol. 3.

Meridian Bookshop, 6 E. Market St., Indianapolis

Kerfoot. American Pewter. Used copy. Cheap.
Poe's Run. MacCready Sykes. Princeton.
Carter. King Tutankamen's Tomb. Vol. 2. 2 cop.

Millers', 64 Broad St., N.W., Atlanta, Ga.

Old Nest. Rupert Hughes.

R. M. Mills Bookstore, 623 Church St., Nashville

Our Mrs. McChesney.
Wright. House and Garden Book of Interiors.
Litchefield. Illustrated History of Furniture.
Northend. Colonial Homes and Their Furnishing.
Frankne & Jackson. How to Select Furnishings for the Home.
Forty of Boston's Historical Homes. 1912.
Ida G. Coffin. The Oldest House on Nantucket Island. 1905.

Edwin V. Mitchell, 27 Lewis St., Hartford, Conn.

Illinois Crime Survey.
Mr. Punch's History of the War.
Arnold Bennett. The Pretty Lady; Book of Carlotta.
Old English Houses. Lea.
Letters of Coleridge. Ed. by Ernest Hartley Cole.
Life of Coleridge. Dyke Campbell.
Letters of Lamb. Vols. 5-6. Edited Lucas.

Edwin V. Mitchell—Continued

Knickerbocker's History of New York. Irving Gift edition. 2 vols.
Travels Marco Polo. Modern reader series. Half leather.
Tolstoi's Works.
Handbook to Argu and Taj. Havell.
Poems Emily Bronte.
Nests and Eggs. No. American Birds. Davis.
Life Charles and Mary Lamb. Lucas.

Moore Stationery Co., Topeka, Kansas

Sonnica. Ibanez.

H. A. Moos, 1017 Broadway, San Antonio, Tex.

Texas, History by J. H. Brown. Vol. 1 or set. St. Louis, 1892. Any binding, any Tex. items.
Marcy, R. B. Exploration of Red River of La. in 1852. Wash. 1854. Sen. Ex. Docs.

Moss & Kamin, 1423 Sixth Ave., New York

Childe. Dawn of European Civilization.
De La Porte. Mesopotamia.
Glotz. Aegean Civilization.
Burn. Minoans Philistines and Greeks.
Childe. Danube in Prehistory.
DeMorgan. Prehistoric Man.
Richter. Leonardo da Vinci.
Davenport. Curiosities of Erot. Physiology. Panurge.
Col. House's Papers. Inexpensive.
Grand Tour of 18th Century. Mead. H. M.
Reflections of a Radical Expatriate.
Audubon. Birds of America. N. Y. 1840-44. Miscl. orig. pts.
Dowell. Hist. of Taxation and Taxes in Eng. 1884 or 1888.
Ripley. Financial Hist. of Va. Columbia. 1893-94.
Baudelaire. Poems and Baudelaire Flowers. Trans. Squire. 1909.
Louys. Woman and Puppet. Lotus Lib. 1908.
Jickling. Digest of the Laws of Customs. 1815.
Fosdick. European Police System.

National Bibliophile Service, 347 Fifth Ave., N. Y.

Burnham. Building Your Own Business.
Dunn. Scientific Selling and Advertising.
McMaster. History of U. S. Vols. 4 and 5.
Johnson. Slave Ship.
Hyma. Christian Renaissance.
Huddleston. Poincare.
Hibbard. History Public Land Policies.
Lee. Great Englishmen 16th Century.
Hodge. Handbook American Indians.
Groot. Religion of Chinese.
Digeon. Novels of Fielding.
Yarmolinsky. Dostoevsky.
Winkler. Hearst.
Poole's Index.
Nile's Register. All vols.
Thwaites. Early Western Travels. All vols.
Bemis. Pinckney's Treaty.
Shaw. Delinquency Areas.
Ford. Essays in Amer. History. Holt.
Pierron. Tobacco and Physical Efficiency.

Nedwick's Book Store, 16 N. Dearborn, Chicago

Freeman. Voices of October.
Gregory. A Father's Legacy to His Daughter.
Fallows. Popular Bible Encyclopaedia.
Talmud. Complete set.
Jewish Encyclopaedia.
Allibone. Practical Quotations.
Kendall, Ezra. Anything.
Hunter's Evening Roundup.
Grubb. Potato Book.
Romance of a Nun.
Marie Correlli. Everything.
Siamese Cat. Anything.

Weekly Book Exchange

Nedwick's Book Store—Continued

Time of the Second Temple.
Ency. Britannica. 14th edition.

Newark, New Jersey, Public Library

Barth, Karl. Word of God and the Word of Men. 1928. Pilgrim.

New Deal Book Store, 5 E. 14th St., New York

Story of Daniel Drew.

New Rochelle, N. Y., Book Store, 7 Division St. S.

Colcord. Roll and Go.

L. I. Newton, 8 Genander St., Auburn, Mass.

Martial's Epigrams. T. May. 1629.

Odd Shop, 220 S. 15th St., Philadelphia

Encyclopedia Britannica. 11th or 12th ed.
Moore. Heloise and Abelard. 2 vols. Liver.
Morris, Gouverneur. Voice in the Rice.
Schopenhauer. World as Will and Idea. 3 vols.
Streeter. Dere Mabel; That's Me All Over Mabel.
Books illustrated by Rackham.
Lincolniana.

Old Bookshop, 25 High St., Pawtucket, R. I.

Comstock's Elocutions.

Old Capitol Book Co., Chillicothe, Ohio

St. Nicholas Mag. 1896-7; 1900-1.
1st eds. John Bennett: Master Skylark; Barnaby Lee; Peyre Gaillard; Madame Margot. Also limited ed., Ah Lee Ben Loo. Dramatizations and foreign 1sts.
Chillicothe, Ohio, imprint. All.
Books on Brewing and Distilling. Old and new.
Burbank, Luther. Anything.

Old Corner Book Shop, 18 College St., Prov., R. I.

Spencer and Gillen. Native Tribes of Australia.
Photographic Hist. of the Civil War.
Alice in Wonderland. Pub. McKibbon. In color.
Powell and Magnusson's Icelandic Sagas.
Fraser, J. G. Belief in Immortality and others.
John Hay Breadwinner. Not early anon. ed.
N. Y. Tribune. 1870-83.
Baring-Gould's Curious Myths, etc. Both pts. comp.
Jesus of Nazareth. Wallace.
Peterkin Papers. L. P. Hale early ed. Not 1st.
Kate Greenaway's Juveniles. Early. Not 1sts.

Old Corner Book Store, 50 Bromfield St., Boston

Sailorman. E. G. Martin.
Mutiny on the Bounty. First edition.
Lige Mounts a Free Trapper. Frank Lindermann.

Orion Book Service, 2000 Rogers, Ft. Smith, Ark.

Ark. Constitutional Convention Journal. 1874.
Compton set. 1926 or later.

T. H. Payne Co., Chattanooga, Tenn.

Wendling. Man of Galilee.

Peabody Book Shop, 913 N. Charles, Baltimore

Catholic Missal. 1860.
Mary Webb. 1st Eng. or Amer. ed.
Darkness and Dawn. England.
Tender Buttons. Stein.
Shepherd of Hermas. Charles Taylor.
Marjorie and Her Neighbors.
Man Named Luke. Morrison.
Sterne, L. Works of Navarra Ed.
Johnson. Lives of the Poets.
New Regionalism in Am. Literature. McWilliams. Chatt Book No. 46.
Miracles and Modern Spiritualism. A. R. Wallace.

Books Wanted—Continued

J. Ray Peck, 34 W. 47th St., New York
Marx. Capital. Vol. 3. Pub. Kerr.
Farrington Diary. Vol. 3. Doran.
Porter. Pollyanna. 1st ed.
Valentine Manual. 1851.
Mancini. Figurative Art of Singing.
Studies in Tape Reading. Rollo Tape.
Assina. Seven Keys to Nirvana.
McKready. Stars for Beginners.
Fisher. American Revolution.
Kozminsky. Zodiacal Symbolism.
Stobart. The Glory That Was Greece.
Paul Verlaine Poems. Trans. by Applegate.
Jowett's Thucydides.
Gallery of Famous Eng. and Amer. Poets.

Penguin Book Shop, 9675 Wilshire Blvd., Beverly Hills, Calif.
Kern Catalogue priced.
All Cather, Clemens, Cooper, Frost, Hawthorne, Hearn, O. Henry, London, Longfellow, Millay, Norris (Frank), Poe, Remington, Tarkington, Byrne, O'Neill, Ben Hecht. 1st editions. Must be fine copies.

Personal Book Shop, 95 St. James Ave., Boston
King of the Swans and other stories. One story contained in this book is, Tony the Miller's Son.

Pettibone McLean, 14 W. First St., Dayton, O.
Mosses and Lichens. Nature Library.
Fowler. Timber Line. First edition.
Great Mouthpiece. First edition.
Burke. Peerage or Landed Gentry.

N. A. Phemister Co., 42 Broadway, New York
St. Germain Doctor & Student. Ed. by Muchall. 1874 or 1886.

Pooh Corner, 333 E. Colfax Ave., Denver, Colo.
Mutiny on the Bounty. Nordoff and Hall. Little, Brown & Co. First edition.
Rio Grande. Harvey Ferguson. First edition.

H. F. Porter, 325 W. 34th St., New York
New York. Anything on City, County, or Town History. Books, prints, maps and contemporary items wanted at all times.

Powers Mercantile Co., Bk. Dept., Minneapolis
Story of the Little Big Horn. W. A. Graham.

Prairie Book Shop, 1806 Farnam St., Omaha, Neb.
Biography of T. H. Gallaudet.
Phillips. Natural Hist. of Ducks. Vols. 1, 2 and 3 only.
Steward. Pan and the Fire Bird.
Eliot, T. S. The Waste Land.
Chambers Encyclopaedia. Collier. N. Y. 1886.
Nordoff & Hall. Mutiny on the Bounty. 1st ed. mint.
Two Years Before the Mast. Illus. by Wilson.
Character & Handwriting by Lucas. McKay. 1923.
Deeping. Sorrell and Son. English 1st.
Quote any 1sts of the following:
Edna St. Vincent Millay. American.
Galsworthy. English.
H. M. Tomlinson. English.
John Masefield. English.
Lewis & Clarke Expedition. Early or first.
American Book Prices Current. After '28 or before '25.
Merle Johnson. High Spots.
Any good bibliographies or check lists of Amer. authors.
Send catalogues of 1st editions and Americana we are interested.
Rockwell Kent. Moby Dick.

Prairie Book Shop—Continued
George Barr McCutcheon and Jack London. 1sts.
Helen Hunt Jackson. Ramona. 1st ed.

C. S. Pratt, 475 Sixth Ave., New York
Herodotus. Harper or Bohn ed. Cheap.
Zwicker. Mechanical, etc., Handbook. Cheap or job.
Wm. Collins. Ballads, Songs and Poems.
Capt. Blakiston. 5 Months on the Yangtze.
Capt. Plant. Book on China.
Newhaven and Her Colonies.
Max Heindel. Hist. of the Rosicrucians.
Mrs. Anna Jamieson. Anything.
Burke. Limehouse Nights. Cheap.

Presbyterian B'd of Christian Educ., Witherspoon Bldg., Philadelphia, Pa.
Bishop Brent. Consolations of the Cross. Longmans, Green.

Preston & Rounds Co., 49 Exchange Pl., Prov., R.I.
Howden. Boy's Book of Locomotives.

Princeton Univ. Library, Princeton, N. J.
Huebner, R. A History of Germanic Private Law. Trans. by F. S. Philbrick. 1918.
Masson. Life of John Milton. Index vol. 2 copies. 1894. Vol. 7.
Van Druten, J. Young Woodley. N. Y. 1926.

Putnam Bookstore, 2 W. 45th St., New York
Quote by mail only.
Adams. Words That Shook the World. Boston. 1858.
American Annual of Photography. 1927.
Batchelder. Early Progress of the Mfg. of Cotton in U. S.
Beals. Flower Lore and Legend.
Bidder. In the Shadow of the Crown.
Birnbaum. Introductions.
Boynton. London in English Literature.
Braddon. In High Places.
Bradley. 40th Door.
Brown. Old English and American Games for School, Playground.
Bryans. Dictionary of Painters & Engravers. V. 2.
Buck. All Men Are Brothers. 1st ed.
Burns. Complete Holiday Program for First Grade.
Butler. Nothing to Wear.
Chambers. William Shakespeare. Vol. 1.
Cicero Orations. Masterpieces of Oratory Series.
Compton. Indian Life in Town and Country.
Daudet. Interloper.
Davis. Three Minute Declamations for College Men.
Douglas. Wines of Capri and Calabria.
Duclaux. Short History of France.
English. Indian Legends of White Mountains.
Evans. High History of Holy Grail.
Facts About Port and Madeira. 1880.
Facts About Sherry. 1876.
Fordyce. Touring Afoot.
Franklin, B. Essays. Putnam ed. only. 1927; Essays on Subjects Political and Economic.
Frazer. Fishing Tackle.
Galsworthy. A Commentary. 1st ed.
Gindeley. Thirty Years War.
Gould. Children's Plutarch. 2 vols.
Grant. French Monarchy. 1483-1789. Vol. 1.
Green. Lady Johanna.
Griswold. French Wines & Havana Cigars.
Harper. Haunted Houses.
Hoffman. Later Magic. Latest edition.
Holland. Garden Blue Book.
Hoodman. Forest Days.
Howden. Boys' Book of Locomotives. Lond. 1908.
Humphrey. Homestead; Mountains Verities.
Hurll. Home Book of Great Paintings.
Irving. Journal Vol. 1. 1815-24.
Ives. Essays Before a Sonata. 1920.
Keary. York and Lancaster Rose.

Putnam Bookstore—Continued

Little Journeys. 1904. Great Philosophers Bk. 2 Suede.
Lydgate. Pigrimage of the Soul.
Macnaghten. Catullus Poems Done into Eng. Verse.
Marshall. White Kings Daughter.
Paston. Lady Mary W. Montagu and Her Times. 1907.
Sinclair. Helpmate.
Viniana. Berry.
Wheeler. Shorter Course in Woodworking.
Whitney. Hunting with the Eskimo.

David A. Randall, 480 Lexington Ave., New York

Dumas. The Count of Moret; Love and Liberty; Madame de Chamblay. All Peterson, Philadelphia; Tales of Algeria. Claxton, Phila. 1868; Impressions of Travel in Egypt. Taylor. N. Y. 1839; Emmanuel Philbert. New York. Appleton. 1854.
Reade, Charles. The Great Fight. N. Y. 1859.
Lindsay, Vachel. Any pamphlets.
Torrence, Ridgely. House of Hundred Lights. 1900.
Wylie, Elinor. Nets to Catch the Wind. 1921.
Ransom, John C. Poems About God. 1919; Chills and Fever. 1924.

Raymer's, Monroe at Division, Grand Rapids

Anatomy of a Railroad Report. Woodlock.
Arizona the Youngest State. McClintock.

Raymer's, 905 3rd Ave., Seattle, Wash.

Sweden and the Swedes. W. W. Thomas.

Reeds Book Store, 40 E. Market St., York, Pa.

The Serpent Power. Arthur Avalon.
The Growth of the Soul. H. P. Sinnett Theosophical Pub. Society. 1905.
Collected Fruits of Occult Teaching. H. P. Sinnett. J. B. Lippincott & Co. 1920.
A Road to Self-Knowledge. Rudolph Steiner. Putnam. 1918.
The Aquarian Gospel of Jesus the Christ. Levi.

Regina Book Store, 1829 Scarth St., Regina, Can.

Neighbors. R. J. C. Stead.

Remington Putnam Book Co., 347 N. Charles St., Baltimore, Md.

Busch. Max and Moretz. 1899.
Douglas. Wines of Capri & Calabria.
Gallwey. Catapult. Hist. Construction, etc.
Little Susie Books.
McGraw. My 30 Yrs. in Baseball.
Molnar. Play's the Thing.
Moorehead. Stone Age in North Amer. 2 vols.
Neihardt. Bundle of Myrrh.
Rous. Victrola Bk. of Opera.
Vizetelly. Facts About Sherry.
Vizetelly. Facts About Port and Madeira.
Washington, Geo. Works. Ed. by Ford.
Weyand. American Football: Its Hist. and Development.

Mrs. Robie's Book Shop, 406 S. 5th St., Springfield, Ill.

Higgs, Henry. Physiocrats. 1897.

Edson E. Robinson, 111 Wash., Watertown, N. Y.

Teachers Are People.

Edward I. Rogovin, 314 Stuart St., Boston

Massachusetts Reports. Runs.
Brinley's Check List with Index.
Publishers' Weekly 1928-31. Runs.

Frank Rosengren's, 1741 Sherman, Evanston, Ill.

King. Spreading Dawn.
Stanislavsky. My Life in Art.
Terry. Story My Life.

Weekly Book Exchange

Frank Rosengren's—Continued

Herrick. Waste. Other titles.
Nichols. Are They Same at Home.

Russell Sage Found. Lib., 130 E. 22nd St., N. Y.

Montague. A Writer's Notes on His Trade. Doubleday, Doran.

Russell's Bk. Shop, 69 Plainfield, Prov., R. I.

Magazines, odd numbers at all times.

St. Paul, Minn., Book & Stat'y Co., 55-9 E. 6th St.

Kummer. Lost Paradise.

Morris Sanford Co., Cedar Rapids, Iowa

Constant. Private Life Napoleon. Vols. 1 and 3. Red cloth.
A. H. Smyth. Complete set Benjamin Franklin.

Sather Gate Book Shop, 2271 Telegraph Ave., Berkeley, Calif.

Gautier. Pictures on the Louvre. Vol. 7 only. 1912. Little, Brown.
Pressy Family; Pressy Genealogy. Munsells.

Satyr Book Shop, 1622 N. Vine, Hollywood, Cal.

Higgin. Anakalipis. 2 volume edition.
Ship Building Cyclopedia.
History of the Seventh Regiment. Clark.
Cassells. Encyclopedia of Photography.

Schenectady, New York, Public Library

Chandler, E. Awnings and Tents.

Alwin J. Scheuer, 26 E. 56th St., New York

Alcott, Louisa. First editions. Fine only.
Roosevelt. Winning of West. Daniel Boone edition with page manuscript.
Irving. Knickerbock's New York. 1st ed. Fine only.
Allen. Anthony Adverse. 1st trade.
Limited Ed. Club. Cricket on the Hearth.
Page. R. E. Lee. 1st ed. Fine.

Schulte's Book Store, 80 Fourth Ave., New York

Peloubet. Select Notes for 1875.
McIlvane, Charles. One Thousand American Fungi. New edition.
The Classics of the Bar. Set or 1 vol. edition.
William Canton. History of British and Foreign Bible Society.
Gatterer and Hrus. Educating to Purity.
Bookkeeping items published prior to 1850.
Gratton Guinness. Light for the Last Days.
Besant. Religion and Music.
Accounting Terminology.
Air Service Engine Handbook. Hourwich & Curry.
American Digest of Business Machines. McCarthy.
Amer. Highway Engineers Handbook. Blanchard.
American Mechanical Dictionary. Knight.
Applied Arithmetic. Sheldon.
Bibliography of Photo-Mapping and Allied Subjects. Dept. of Photo-mapping, Wash., D. C.
Bibliography of Printing. Bigmore.
Bibliography on Riveted Joints.
Blue Book. The Electrical Trades Directory and Handbook. Pub. by Ernest Benn.
Book of Research Reports and Papers. A.S.M.E.
British Standard Glossary of Terms Used in Electrical Engineering.
Business Annals. Thorpe.
Business Machines and Equipment Digest.
Catalog of British Scientific and Technical Books. Supplement only.
Chemical Specifications Yearbook.
Chemistry of Paper Making. Griffin. Little.
Coal and Civilization. Jeffrey.
Cotton Fabrics Glossary. Bennett.

Books Wanted—Continued

Schulte's Book Store—Continued

List of Books on History of Industry and Industrial Arts. The John Crerar Library.
Cylinder Press. Unit 1. Cylinder Press Feeding.
Dictionary of Applied Physics. Glazebrook. Vols. 1, 2, 4 only.
Dictionary of Dyes, Mordants, and Other Compounds Used in Dyeing and Calico Printing. Rawson.
Dictionary of Electrical Engineering. Hobart.
Engineer's Yearbook of Formulae, Rules, Tables, Data and Memoranda.
Enterprise and Business Organization.
Factory Costs. Webner.
The Five Day Week in Mfg. Industries.
Five Thousand Sheet Steel Products and Who Make Them.
Five Years of Research in Industry. West.
Forecasting Business Cycles. Persons.
Galvanizing. Bablik.
Robinson's Manual of Radio Telegraphy & Telephony for Use of Naval Radiomen.
Glossary of Aeronautical Terms. Prepared by the Royal Aeronautical Society.
Handbook of Learned Societies & Institutions of America. Carnegie Inst. of Wash., D. C.
Handbook of Petroleum, Asphalt and Natural Gas. Cross.
Industrial Chemistry of the Fats and Waxes. Hilditch.
Institute Radio Engineers. Transactions. 1931-33.
International Catalog of Scientific Literature.
Introduction to Geometry. Smith & Gale.
Iron, Steel & Industrial Fuel. The Iron & Steel Inst.
List of Bibliographies of Special Subjects. The John Crerar Library.
List of Books on the History of Industry and the Industrial Arts. Josephson.
List of Works Relating to Electrical Welding. The N. Y. Pub. Lib.
Literature and Patent References to Platinum Group Metals. Negru.
Locomotive Cyclopedia of American Practice.
Mechanical Engineer's Reference Book. Suplee.
Mechanical Movements, Powers & Devices. Hiscox.
Men of Science and Industry.
Metals and Their Alloys. Vickers.
Microscopy in the Service of Man. Neill.
Modern Clock. Ward & Goodrich.
Modern Conceptions of Electricity. Gibson.
Motor Bus Accounting Practice. May.
National Income and Its Purchasing Power. Kind.
National Metals Handbook.
Paper Making and Paper Selling. Trade Journals Ltd.
Physico-Chemical Tables for the Use of Analysts, Physicists, etc. Castell-Evans.
Principles of Metallurgy of Ferrous Metals.
Printer's Dictionary of Technical Terms. Stewart.
Protective Metallics Coatings. Rawdon.
Publications of the U. S. Govt. Thorpe.
Railway Enginering and Maintenance Cyclopedia.
Reproductive Processes of the Graphic Arts. Elson.
Rodwell's Dictionary of Science.
Royden Systems of Perforated Cards.
Scientific American Cyclopedia of Receipts. Notes and Queries. Hopkins.
Scientific American Reference Book. Hopkins.
Selected National Bibliographies. The Univ. of the State of New York.
State Publications. Bowker. 1899-1909.
Sweet's Engineering Catalogs.
Through Electrical Eyes. Mills.
Geometrical Optics. Southall.
Electrical Horology. Largman & Ball.

Schulte's Book Store—Continued

Essays on Fourth Dimension. Manning.
Yearbook of Wireless Telegraphy & Telephony. Marconi Press.
Young Man & Civil Engineering. Swain.
American Society of Mechanical Engineers. Transactions 1928-33.
American Institute of Electrical Engineers. Transactions 1928-33.
American Society of Civil Engineers. Transactions 1928 and 1933.
Literature of Italy. Volume containing the Flame. D'Annunzio.
Gessner, Solomon. Volume 2. 1805.
Pike, Albert. Poems and Ballads.

Schuman's, 127 W. Adams Ave., Detroit

Fleuron. No. 3.
Fisher. In Tragic Life. Ltd. ed.

Scrantom's, 334 Main St. E, Rochester, N. Y.

Crown Jewels or Heart Echoes.
Appleton's Rise and Fall of Huguenots.
Patricia Brent. Published by Doran.
Hoover. Golden Oriole Squared.
Fletcher. History Architecture. Comparative Method.
Fitch. How I Learned to Run a Motor Boat.
Younghill. Grass Roof. 1st ed. Clean, dust wrapper.
Mitchell. Memoirs of an Editor.
Crane. Pan Pipes. London. 1883.
Adams. Epic of Civil War in America.
Universal Classic Memoirs.
Timmermans. Pallieter. Translated by Bodde. Introduction by H. Van Loon.
Breasted. Human Adventure. 2 vol. edition Robinson.
Robinson. Lanctot. 1st edition.
Young. 2 volume set The DeMedici.
Sir G. Frazer. 12 vol. set of the Golden Bough.
Paul Arend. Golden Goat.
Das Deutsche Lichtbild for 1932.
Harvard Classics. Shelf of Fiction. Vols. 9 and 18. De Luxe edition.

Charles Scribner's Sons, 597 Fifth Ave., New York

Art News. Special Annual Number for 1929.
Barnett, L. D. Antiquities of India.
Benedict & Cathcart. Muscular Work.
Blaisdell & Estep. Problems in Thermo-dynamics and Steam Power Plant Engineering.
Bligh & Woods. Practical Design of Irrigation Works.
Burgess, G. Have You an Educated Heart?
Cid Campeador. Lay of the Cid.
Carpenter, R. Esthetic Basis of Greek Art.
Carter, R. E. Four Brothers in Blue.
Cesaresco, M. Italian Characters in Epoch of Unification.
Chittenden, G. Reflections of a Resident Expatriate.
Foerster, N. Nature in American Literature.
Freeman, F. History of Cape Cod. 2 vols.
Gardner, M. M. Adam Mickiewicz.
Ginelle. Johnny Mouse and His Wishing Stick.
Haddon, A. C. Evolution of Art.
Hall. Biology, Physiology and Sociology of Reproduction.
Hamilton. My Yesterdays.
Hayford. Geodetic Astronomy.
Howard, O. O. Isabel of Castile; Life Among the Indians.
Jacobson, A. C. Robert Knox and the Resurrectionists.
Kemp, E. C. Bible Stories Retold for Children. Il. by Tissot.
Ludeke. Secrets of Espionage.
Lang, A. Magic and Religion.
Marett, R. R. Threshold of Religion.
Marshall. The Clintons and Others.

Weekly Book Exchange

Charles Scribner's Sons—Continued

McVeagh. Fountains of Papal Rome.
Nicholson. Old German Lore Songs.
Parcel-Maney. Elementary Treatise on Statically Indeterminate Stresses. 2 copies.
Rivers, W. H. R. The Todas.
Schottenfels. Parzival and Other Stories.
Stockton. Christmas Wreck.
Turgenev, I. First Love.

A. G. Seiler, 1224 Amsterdam Ave., New York

de Morgan. Alice for Short; It Never Can Happen Again; An Affair of Dishonor; The Old Madhouse. Blue cloth.

H. M. Sender, 5845 Central St., Kansas City, Mo.

Angus Umphraville. Missourian Lays. St. Louis. 1821. Urgently wanted.
Ovando J. Hollister. History First Regiment Colorado Volunteers. Denver. 1863. Either pamphlet or book form urgently wanted.

Charles Sessler, 1310 Walnut St., Philadelphia

Prelude to a Million Years. Lynd Ward.
A Victorian American. Herbert Gorman.
Journal of Major Andre.
Youth of Washington. Illus. by Howard Pyle.
The Farm. Bromfield. 1st ed.

Shepard Book Co., 408 S. State St., Salt Lake City

Lucretius Carus. Metrical. Translation.

Sherwood's, 24 Beekman St., New York

Davis. Great Harmonia.
Monografias Mexicana Esciso.
Barker. Son of Mary Bethel.

Sign of the Mermaid, 1014 E. Jefferson, Detroit

Anthony Adverse. 2 vol. edition.
Case of Mr. Crump. Lewisohn.
Son of the Gods. Rex Beach. Harper ed. only.
National Geographic Magazine. Dec., 1926; Oct., 1933; Apr., 1932.
Asia Magazine. Oct., 1933.

Siler's, 1000 Canal St., New Orleans, La.

Johnson, Samuel. Debates in Parliament. 2 vols. London. 1787.
Harnack. History of Dogma. Vols. 3, 4, 5, 6, 7.
Squir. Honduras.
Genthe. Impressions of Old New Orleans.
Chopin, Kate. Bayou Folk.

Challiss Silvay, 1328½ 5th, Santa Monica, Cal.

Beveridge. Life of Marshall. 2 or 4 vol. set.
Smollett. Roderick Random. Large-type ed. Borrow. Norwich ed. Vols. 3, 4, 5 and 6.
Homer. Odyssey. Bohn Library. Flaxman illus.
Fielding. Tom Jones; Joseph Andrews. Large-type editions only. Excellent clean sound copies priced for resale. Please describe.
Couperous. The Comedians.
Catalogues always appreciated.

Slater's, Two Stores, Ann Arbor, Mich.

Schutz. When Mammoths Roamed the Frozen Earth.

Clarence W. Smith, 343 East Ave., Rochester, N.Y.

James. Sense of the Past.
Chambers. Cardigan. Old ed. Not illustrated.

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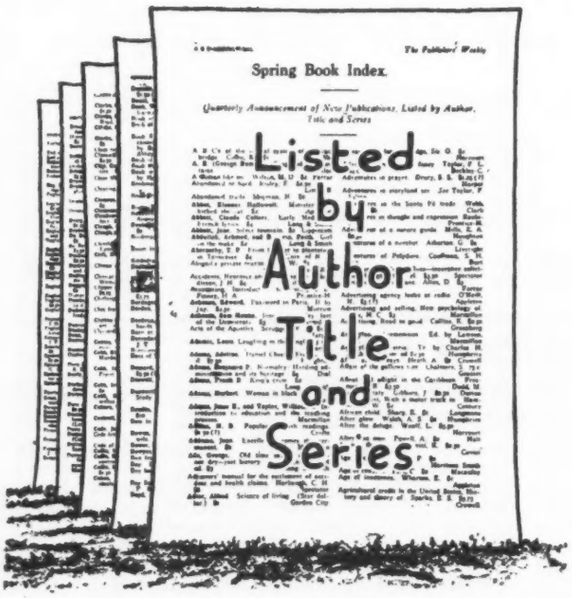

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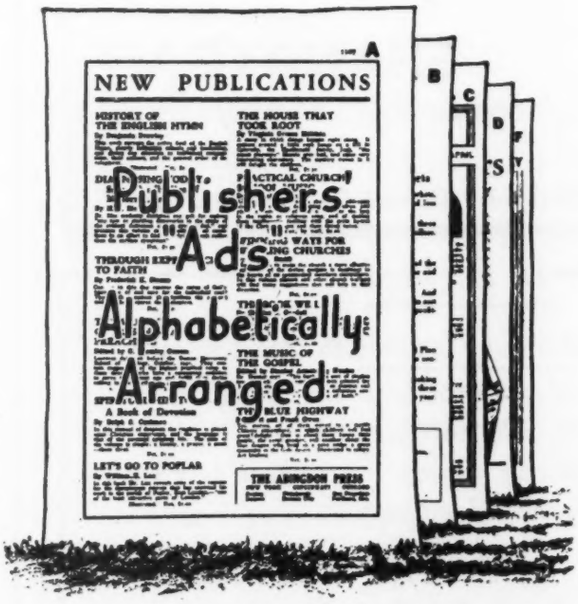

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MEN AND WOMEN employed in publishing houses, and all others interested in book-making, are invited to join two weekly courses which I am planning to start early in February. These will be similar to the series conducted last year, when the thirty registrants were divided into two groups, with separate meetings for the comparative novices and for those with more experience.

The meetings for the first group will be conducted as informal lectures covering all of the steps of book designing and production, discussed from the aesthetic, the technical, and the economic viewpoint. It was found possible last year to include in these talks useful ideas and information not provided in more formal courses.

The second will be a workshop group. The members will participate in the solution of actual designing problems, in the examination and criticism of the publishers' current output, and in other activities to be selected by the participants.

Each series will consist of ten meetings of at least two hours each, for which the fee will be $8.00. Interested persons are requested to communicate with me immediately.

ROBERT JOSEPHY

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THE Publishers' Weekly

SPRING ANNOUNCEMENT NUMBER, 1934

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